SUPREME COURT OF THE UNITED STATES

OCTOBER TERM, 1965

No. 73

UNITED STATES, Appellant,

vs.

GRINNELL CORPORATION, ET AL.

No. 74

GRINNELL CORPORATION, Appellant,

vs.

UNITED STATES

No. 75

AMERICAN DISTRICT TELEGRAPH COMPANY, Appellant,

vs.

UNITED STATES

No. 76

HOLMES ELECTRIC PROTECTIVE COMPANY, Appellant,

vs.

UNITED STATES

No. 77

AUTOMATIC FIRE ALARM COMPANY OF DELAWARE, Appellant,

vs.

UNITED STATES

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Z-3—ADT contract form for central station burglary and holdup protection service	5554	3677
Z-4—ADT contract form for direct connected service	5555	3679
Z-5—ADT contract form for local alarm service	5556	3681
K-1—ADT contract form for local alarm service (customer owned system)	5557	3683
L-1—List of representative installations made by ADT using systems and equipment made by others	5558	3685
M-1—List of representative systems installed by others, and sold outright to subscriber, where ADT was called in to restore service, and/or to provide a central station connection	5559	3685
U-1—Letter from Stanley N. Barnes, Assistant Attorney General, Antitrust Division to Frank A. Fritz, dated July 14, 1955	5560	3686
V-1—Statement of (ADT) Company's Revenues, gross and net balance sheet assets and indicated ratios, 1959 to 1963	5561	3687
W-1—Ratio of net earnings to gross assets, net assets and net worth (ADT), 1947 to 1963	5562	3688
X-1—Commercial Circular No. 197, supplement No. 21, dated July 25, 1960, from L. J. O'Brien regarding outright sales prices marked "Confidential"	5563	3689

Record from the United States District Court for the District of Rhode Island—Continued

	Original	Print
DEFENDANTS' EXHIBITS—Continued		
Y-1—List of offices showing annual and advance service charges secured in excess of minimum basic rates, 1957 to 1962	5564	3699
Z-1—Letter from L. J. O'Brien to J. A. MacDonald, dated August 16, 1960 re Pricing Policy Memorandum from ADT Special Representative J. R. Norris to ADT Commercial Superintendent C. L. Chafee, captioned National Can Corp., Cleveland, Ohio, dated July 23, 1954 (copy) (omitted in printing)	5572	3696
LL—Price Waterhouse & Company letter dated May 27, 1964 to The Board of Directors of ADT with Appendices A, B & C	5579	3704
MM(1-20)—Table of detailed financial data on a city-to-city basis regarding divestiture	5580	3705
NN—Statement of revenue and expenses—1963, New Orleans central station (ADT)	5589	3717
OO—Statement of revenue and expenses—1963, Richmond central station (ADT)	5674	3805
PP—Summary of ADT deficit offices in 1963	5675	3807
QQ—Analysis of advance service charges, city by city, 1957 to 1963	5676	3809
RR—List of advance service charges amortized on a city-to-city basis. Detail of Reply to Government Interrogatory No. 17	5677	3811
SS—Memorandum of J. A. MacDonald dated June 17, 1952 regarding discussions with Grinnell Corporation on June 16, 1952	5700	3833
UU—ADT Board of Directors minutes of June 11, 1952 (excerpts)	5705	3839
VV—Excerpts of ADT Board of Directors minutes for July 9, 1952	5710	3846
WW—Arthur D. Little, Inc. report on U.S. Market for electric protection services, 1961 to 1962	5712	3848
WW-1—Biographical summaries of Messrs. Gottlieb, Frankel & Peters	5724	3863
	5806	3947

Exhibit Volume VII

XX—Interview guide used in conjunction with Arthur D. Little, Inc. survey	5809	3951
YY—Two Sanborn maps of Dubuque, Iowa	5813	3955
ZZ—Interviewer's materials relating to survey of of Dubuque, Iowa—Audit & Surveys, Inc., Forms 1, 2, 3, 4 & 5, Job #1232	5815	3957
AB—Q4 by Q23, amount of square feet occupied—this tabulation is related to Exhibit ZZ. Job #1232	5853	3991

Record from the United States District Court for the District of Rhode Island—Continued	Original	Print
Defendants' Exhibits—Continued		
AC—Q4 by Q24, number of employees—this tabulation is related to Exhibit ZZ. Job #1232	5854	3992
AD—Q4 by type of business establishment, types of establishments—this tabulation is related to Exhibit ZZ. Job #1232	5855	3993
AE—Letters from L. J. O'Brien to District Sales Managers, dated April 4, 1956; December 2, 1957; August 7, 1959; August 29, 1960; November 23, 1960; re Form 701	5856	3995
AF—General Services Administration correspondence from September 20, 1962 to January 2, 1963	5861	3998
C-1—C-5—Defendant Alarm Companies objections to plaintiff's designations of deposition testimony	5893	4029
Defendant Grinnell Corporation's Exhibits		
J-2—1950 Annual Report of the Grinnell Corporation	5899	4050
J-5—1953 Annual Report of the Grinnell Corporation	5912	4064
J-39—Index to Grinnell Corporation Catalog, dated 1960	5923	4075
J-40—AFA Company Balance Sheet, dated December 31, 1948	5936	4110
J-43—Agreement dated February 28, 1949 between Grinnell Corp. and Marine Midland Trust Co. of New York	5938	4111
J-44—Minutes of the Executive Committee of the Board of Directors, Grinnell Corp., March 23, 1949 (excerpts)	5941	4113
J-45—Letter from W. G. Hampton, Assistant Vice President, New York Telephone Co. to J. D. Fleming, President Grinnell Corp., dated February 20, 1950	5943	4114
Income statements of Holmes Electric Protective Company for the years 1921-1949	5944	4117
J-47—Agreement dated April 14, 1950 between New York Telephone Co. and Grinnell Corp.	5946	4120
J-48—Closing Memorandum (undated)	5996	4158
J-49—Letter from W. J. Klickhauf, Apple-Cole Co., to J. D. Fleming, dated May 4, 1953	6001	4163
J-50—Agreement dated June 16, 1953 between Western Union Telegraph Co. and Grinnell Corp. with Exhibits A-E	6002	4164
J-51—Loan Agreement, dated July 27, 1953 between Grinnell Corp. and the Equitable Life Assurance Society (excerpts)	6035	4199

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DEFENDANT GRINNELL CORPORATION'S EXHIBITS—Continued

	Original	Print
J-52—Letter from Stanley N. Barnes, Assistant Attorney General to J. D. Fleming, dated June 29, 1953	6052	4205
J-53—Letter from Roger T. Clapp to W. D. Gaillard, Jr., Milbank, Tweed, Hope & Hadley, dated July 2, 1953	6054	4206
J-54—Letter from Roger T. Clapp to M. J. Bloomer, Jr., Wickes, Riddell, Bloomer, Jacobi & McGuire, dated July 2, 1953	6055	4207
J-55—Letter from Stanley N. Barnes, Assistant Attorney General to Frank A. Fritz, dated July 23, 1953	6057	4208
J-56—Letter from Frank A. Fritz to Ephraim Jacobs, Department of Justice, Antitrust Division, dated July 13, 1953	6058	4209
J-59—Memo dated July 24, 1950 from Roger T. Clapp to Department Managers, Fire Protection Division	6063	4212
J-60—Memo dated June 10, 1963 from Roger T. Clapp to Department Managers, Fire Protection Division	6064	4214
J-62—Memo dated February 20, 1954 from O. L. Swats, Manager, Fire Protection Division to Department Managers, Contracting Engineers, et al.	6065	4215
J-65—Memo dated April 21, 1950 from H. C. Ward to All Holmes Employees	6066	4216
J-66—Letter from J. A. MacDonald to Roger T. Clapp dated June 24, 1953	6068	4218
J-69—Memorandum of Material for Discussion with Messrs. Gaston and MacDonald on June 16	6070	4219
J-70—Letter from Bleakley, Platt, et al. to the Equitable Life Assurance Society, dated July 23, 1953	6076	4226
J-74—Minutes of a special meeting of the Board of Directors of the Grinnell Corporation dated June 2, 1953	6077	4227
J-75—Statement showing "1928-1937 Earnings Data"—Grinnell Corporation	6079	4229
J-75(1)—General Fire Extinguisher Co.—Report of the Treasurer To The Board of Directors for Twelve Months Ended December 31, 1928 (excerpts)	6080	4230
J-75(2)—Ended December 31, 1929 (excerpts)	6087	4238
J-75(3)—Ended December 31, 1930 (excerpts)	6094	4246
J-75(4)—Ended December 31, 1931 (excerpts)	6101	4254

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DEFENDANT GRINNELL CORPORATION'S EXHIBITS—Continued

	Original	Print
J-75(5)—Ended December 31, 1932 (excerpts)	6114	4262
J-75(6)—Ended December 31, 1933 (excerpts)	6125	4270
J-75(7)—Ended December 31, 1934 (excerpts)	6134	4277
J-75(8)—Ended December 31, 1935 (excerpts)	6143	4285
J-75(9)—Ended December 31, 1936 (excerpts)	6154	4293
J-75(10)—Ended December 31, 1937 (excerpts)	6163	4301
J-76—Plaintiff's Answers to Certain Interrogatories of Alarm Company Defendants	6172	4309
Appendix A—Letter from Stanley N. Barnes, Assistant Attorney General to Frank A. Fritz, dated July 23, 1953 (copy) (omitted in printing)	6187	4318
Appendix B—Letter from Stanley N. Barnes, Assistant Attorney General to J. D. Fleming, dated June 29, 1953 (copy) (omitted in printing)	6188	4318
Appendix C—Letter from Frank A. Fritz to Ephraim Jacobs, Department of Justice, Antitrust Division, dated July 13, 1953 (copy) (omitted in printing)	6190	4318
J-77—Balance sheet and income statements of AFA as of June 30, 1948	6195	4319

DEFENDANT ADT'S EXHIBITS

A9—Memo dated December 15, 1952 from J. L. Hardesty to H. R. Eakin, Plant Superintendent, captioned Competition—Washington, D. C.	6201	4323
—Memo dated December 22, 1952 from J. B. Bodley to A. E. Smith captioned "Federal Engineering Co., Inc., Washington, D. C.	6202	4324
A13—Memo dated September 29, 1953 from A. E. Smith to J. A. MacDonald captioned Westchester County	6203	4324
—Memo dated September 14, 1951 from W. J. Doyle, Commercial Superintendent, to A. E. Smith, captioned Modified Central Station Burglar Alarm Service	6206	4326
A31—Letter dated March 23, 1959 from Jamie Bray, Alarm Signal Company of Texas to Frank E. Guibert	6209	4331
A36—Handwritten letter dated June 2, 1962 from T. E. Smith to Mr. Haberman captioned Competition, San Antonio, Texas—Texas Industrial Surveys	6212	4334

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DEFENDANT ADT'S EXHIBITS—Continued | Original | Print

A37—Letter dated October 18, 1955 from J. K. Scott to A. S. Cook, Manager, captioned Riverside Protective Association, Houston 9, Texas | 6214 | 4335

A38—Letter dated October 1, 1959 from R. F. Ethridge to R. T. Warner, captioned The Polaroid Company, Dallas, Texas | 6215 | 4336

A39—Letter dated June 22, 1959 from S. W. Christian to J. B. Rustic, captioned Competition—El Paso | 6216 | 4337

A40—Letter dated March 15, 1960 from J. D. Patton to L. J. O'Brien, captioned Competition | 6217 | 4338

A41—Letter dated December 11, 1956 from C. A. Southard to J. K. Scott, captioned Scobey Fireproof Storage Company, San Antonio, Texas | 6218 | 4338

A47—Memo dated November 2, 1959 from J. B. Bodley to E. J. Heisley, captioned Competitive Fire-Alarm System, Pittsburgh, Pa. | 6219 | 4340

A49—Memo dated November 20, 1962 from Jake Kowalyk to W. J. Robinson, captioned Competition—Pittsburgh | 6220 | 4341

A51—Memo dated March 12, 1956 from W. J. Dahl to L. J. O'Brien captioned Boeing Airplane Company, Seattle, Washington, Conversion | 6223 | 4344

A52—Letter dated March 14, 1956 from T. I. Young to W. J. Dahl, re: Boeing Airplane Company, Seattle, Washington, Conversion | 6224 | 4345

A53—Memo dated January 30, 1956 from J. J. Stephens to J. A. MacDonald, captioned Direct Connected Services, Competition and Compensation | 6225 | 4345

A54—Memo dated February 15, 1956 from R. M. Bugbee to A. W. Sullivan, captioned Gamewell Competitions, Indiana | 6229 | 4350

A55—Memo dated October 10, 1955 from A. W. Sullivan to L. J. O'Brien, captioned Competition, Kenosha, Wisconsin | 6230 | 4351

A57—Memo dated July 30, 1955 from R. V. Haight to H. B. Schultz | 6231 | 4352

A61—Letter dated January 4, 1954 from E. J. Heisly to A. E. Smith, re: Wurzburg Bros., Memphis, Tenn. (Factory Mutuals) | 6232 | 4353

A62—Memo dated September 24, 1953 from J. Heath, Jr., to E. B. White, re Los Angeles and Salt Lake Railways, Los Angeles 23, California | 6233 | 4354

Record from the United States District Court for the District of Rhode Island—Continued

DEFENDANT ADT'S EXHIBITS—Continued	Original	Print
A63—Memo dated March 20, 1953 from W. B. O'Hara to D. E. Kloster, re: Erie Resistor Corp., Erie, Pa.	6234	4355
A64—Memo dated February 12, 1953 from O. T. Blank to F. J. Concannon, re: Benjamin Moore Co., Denver, Colorado	6235	4356
A66—Memo dated March 6, 1952 from E. A. Rogers, Jr. to A. S. Cook, re: Competition, Wild & Stevens, Inc., Needham Street, Newtonville, Mass.	6236	4357
A67—Memo dated October 2, 1952 from N. Slavin to A. S. Cook, re: Hotels Statler Company, Hartford, Connecticut	6237	4359
A68—Memo dated April 7, 1952 from D. R. Hall to A. S. Cook, re: Ford Motor Company, Natick, Mass.—Compulsory Tour Service	6238	4359
A70—Memo dated January 18, 1952 from D. R. Hall to W. R. Boos, re: Ford Motor Company, Edgewater, New Jersey	6239	4361
A71—Memo dated September 5, 1951 from E. J. Heisley to A. E. Smith, re: Union Bag and Paper Company, Savannah, Georgia	6240	4362
A77—Memo dated August 11, 1955 from J. B. Bodley to L. J. O'Brien captioned Competition—Richmond, Virginia	6241	4363
--Memo dated August 8, 1955 from R. O. Beckham to J. B. Bodley entitled Competition—Richmond, Virginia	6242	4364
A78—Memo dated June 1, 1953 from T. J. Yocom to E. B. White entitled Competition Report	6244	4365
A79—Memo dated July 1, 1959 from Ray Brechbill to Lyle Straus entitled Competition—Fort Worth	6246	4366
A82—Memo dated March 18, 1955 from W. J. Doyle to J. A. Webb, re: The Jamison Plastic Corporation, North Bellmore, Long Island, N.Y.	6245	4367
A84—Memo dated October 10, 1952 from G. J. Simon to John Hannon entitled Beth Israel Hospital, New York City	6247	4368
A85—Memo dated December 9, 1952 from W. J. Doyle to C. S. Hammergren re: Beth Israel Hospital, New York, N.Y.	6248	4369
A86—Memo dated April 8, 1957 from W. R. Boos to W. J. Doyle re: Duro-Test Corp., Secaucus, New Jersey	6249	4370

Record from the United States District Court for the District of Rhode Island—Continued
DEFENDANT ADT's EXHIBITS—Continued Original Print
A89—Memo dated July 29, 1958 from C. H. Sanders to W. J. Doyle re: Globe Products Co., Inc., Webro Road, Clifton, New Jersey 6250 4371
A95—Memo dated August 6, 1951 from A. E. Smith to John Hannon captioned Auxiliary Fire Alarm Service, Trenton, New Jersey 6252 4373
A98—Memo dated January 5, 1952 from M. E. Hubert to W. W. Dooley, captioned First National Bank, Omaha, Nebraska 6253 4374
B8—Memo dated March 21, 1961 from A. S. Jacks to L. J. O'Brien captioned Competition, Erie, Pennsylvania 6254 4375
B9—Memo dated November 21, 1960 from J. J. Caffrey to L. J. O'Brien captioned Competitive Advertising 6256 4376
B11—Memo dated May 19, 1959 from R. J. Dellinger to A. S. Jacks re: Gamewell Competition—Erie, Pennsylvania 6260 4379
B12—Memo dated March 7, 1950 from R. J. Dellinger to A. S. Jacks re: Gamewell Company .. 6262 4381
B13—Memo dated May 17, 1959 from R. M. Bugbee to A. S. Jacks re: Gamewell Competition—Erie, Pennsylvania 6263 4382
B17—Memo dated May 5, 1958 from F. T. Turner to J. B. Rustic captioned "Auxiliary Fire Alarm Systems—City of Pittsburgh, Pennsylvania" ... 6264 4383
B18—Memo dated April 11, 1958 from R. T. Warner to L. J. O'Brien captioned "Olin Mathieson Chemical Corp., New Haven, Conn." 6266 4385
B19—Memo dated March 28, 1958 from W. J. Dahl to A. W. Sullivan captioned Competition—Fire Alarm Service, City of Portland, Oregon, Auxiliary Fire Alarm Systems connected to Municipal Circuits 6269 4387
B20—Memo dated March 25, 1958 from H. E. Peters to A. S. Jacks captioned Competition .. 6271 4389
B21—Memo dated October 15, 1957 from "District Sales Manager" (RTW) to L. J. O'Brien, captioned Insurance Relations—FIA and FM 6273 4390
B24—Memo dated June 7, 1956 from G. B. Fosmire to C. L. Chafee, captioned Competition—Columbus, Ohio 6275 4392
B30—Memo dated September 24, 1954 from D. M. Gates to C. L. Chafee 6277 4393

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	Original	Print
DEFENDANT ADT'S EXHIBITS—Continued		
B33—Memo dated September 15, 1954 from J. A. MacDonald to A. W. Sullivan entitled Notifier Mfgs. Co.	6278	4395
B34—Memo dated September 10, 1954 from L. J. O'Brien to J. A. MacDonald re Competition—Notifier Alarm Co.—Spurling Automatic Fire Alarm Co.	6279	4396
B38—Memo dated August 30, 1954 from R. L. Hopf to C. L. Chafee re Competition—Spurling & Notifier	6280	4397
B40—Memo dated June 8, 1954 from Oper. Supt. (DHB) to J. B. Rustic, re Competition—Lincoln, Nebraska	6281	4398
B92—Memo dated September 18, 1952 from R. M. Bugbee to A. E. Smith, re Atmo Competition—New Haven, Conn.	6284	4400
B94—Letter from "Koos Bros." signed by George O. Klemp to B. W. Fox, Anchor Motor Freight-New York Corp., Linden, New Jersey, dated August 15, 1952	6286	4402
B95—Memo dated September 24, 1952 from A. F. Clunan to W. J. Doyle, re Competition—Atmo, Linden Investment Co., Linden, New Jersey	6287	4403
C1—Memo dated May 14, 1951 from R. M. Bugbee to A. S. Cook re Atmo Competition, New Haven, Connecticut	6288	4404
C3—Memo dated July 22, 1957 from J. B. Bodley to O. E. Betscher, captioned M. H. Connell Associates, Miami, Florida	6289	4405
C4—Memo dated July 27, 1962 from C. C. Rasmussen, Jr. to W. J. Robinson, re *"United States* v. *Grinnell Corp. et al."*	6290	4406
C8—Memo dated July 11, 1952 from R. M. Pinio to B. H. Sofge re Ace Burglar Alarm Company, Hartford, Connecticut	6291	4407
C10—Memo dated July 7, 1952 from K. E. Berrett to R. M. Pineo, re Ace Burglar Alarm Company, Hartford, Connecticut	6292	4408
C13—Memo dated July 1, 1960 from D. H. Barnett to L. J. O'Brien re "Proposed Councilmen's Bill, Denver, Colorado"	6293	4409
C14—Memo dated November 29, 1954 from "Vice President" to L. J. O'Brien re Denver Ordinance	6296	4412
C15—Copy of Ordinance allowing Denver Banks to install direct connect alarms, Series of 1954	6298	4414

Record from the United States District Court for the District of Rhode Island—Continued
DEFENDANT ADT'S EXHIBITS—Continued Original Print
C21—Memo dated December 18, 1952 from W. K. Francis to E. B. White re Competition—Tele-Fire of California, Pasadena, California 6301 4417
C22—Memo dated April 17, 1953 from J. Heath, Jr. to E. B. White re competition—Fullerton Mutual Orange Ass'n., Inc., Fullerton, California 6304 4421
C26—Memo dated April 11, 1958 from W. K. Francis to L. J. O'Brien, entitled Competition—Sacramento, California 6305 4422
C31—Memo dated August 28, 1962 from W. J. Kupper to Ray Brechbill, re District #13—Sales Integrity and Competition 6306 4423
C32—Memo dated June 16, 1954 from W. K. Francis to E. B. White re Sears, Roebuck & Company, Tucson, Arizona 6315 4432
C33—Memo dated April 29, 1957 from J. A. MacDonald to J. B. Rustic, re Competition—Spurling Fire Alarm & Indicator Co., Louisville, Kentucky 6317 4434
C34—Memo dated December 21, 1956 from W. J. O'Meara to E. O. Betscher, re Yellowstone Distillery, Inc., Shively, Kentucky 6318 4435
C35—Memo dated November 30, 1956 from E. O. Betscher to L. J. O'Brien, re Competition—Spurling Fire Alarm & Indicator Company, Louisville, Kentucky 6319 4436
C36—Memo dated September 12, 1956 from J. B. Bodley to E. O. Betscher, re Competition—Spurling Fire Alarm & Indicator Company, Louisville, Kentucky 6321 4439
C40—Memo dated September 7, 1955 from A. A. Balestrino to C. C. Chafee re Competition—Cincinnati, Ohio 6323 4440
C41—Memo dated September 10, 1954 from R. L. Hopf to C. L. Chafee re Competition—Direct Connect to Fire Tower 6324 4442
Agreement between the City of Cincinnati and Spurling granting direct connect permission, dated August 6, 1954 ..... 6325 4443
C42—Memo dated September 17, 1953 from E. J. Heisley to A. W. Sullivan, re Auxiliary & Direct Connect Competition, Charleston, South Carolina 6326 4445
C49—Memo dated March 4, 1960 from D. R. Hall to R. T. Warner, re GMC, New Departure Division, Bristol, Connecticut 6328 4448

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	Original	Print
DEFENDANT ADT'S EXHIBITS—Continued		
C53—Memo dated May 6, 1958 from R. G. Dodd to L. M. DeSchane re: Mid-West Conveyor Company, Inc., Kansas City, Kans.	6329	4449
C55—Memo dated April 4, 1958 from R. G. Dodd to L. M. DeSchane	6331	4451
C59—Memo dated March 14, 1957 from L. M. DeSchane to L. J. O'Brien re: Competition—Omaha and Lincoln, Nebraska	6332	4452
C60—Memo dated February 11, 1957 from H. E. Elster to D. H. Barnett re: Competition—Omaha, Notifier and Dictograph Corp.	6333	4453
C61—Memo dated January 9, 1957 from Ray Brechbill to E. Turnbull captioned Competition—Oshkosh, Wisconsin	6336	4456
C66—Memo dated May 27, 1955 from "E.O.B." to L. J. O'Brien captioned Banks, Direct Connect Privilege	6337	4457
C67—Memo dated May 23, 1955 from "District Operating Superintendent" to J. B. Rustic captioned B. A. System By Diebold, Inc., Canton, Ohio	6338	4458
—Newspaper clipping describing the ultrasonic device used by Diebold in local and direct connect vault alarm service	6339	4459
C76—Memo dated August 13, 1954 from R. L. Beckwith to D. R. Hall	6340	4460
C81—Memo dated November 11, 1953 from L. J. O'Brien to E. P. Hagan re Competition—Diebold, Police Headquarters, Milwaukee, Wisconsin	6341	4461
C87—Memo dated January 5, 1952 from M. E. Hubert to Mr. Dooley, Re: First National Bank, Omaha, Nebraska	6343	4463
C89—Memo dated January 13, 1958 from R. A. Bewes to R. T. Warner, Re: State of New York Executive Department, Division of Military and Naval Affairs, Albany, N.Y.	6344	4464
C91—Memo dated June 27, 1962 from W. K. Francis to Ray Brechbill, Re: Golden Gateway, Redevelopment Project, San Francisco, California	6346	4466
C97—Memo dated February 27, 1957 from D. R. Hall to L. J. O'Brien, Re: Proprietary Systems, GMC, Chevrolet Division, Ford Motor Company, Chrysler Motors Corporation	6347	4467

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	Original	Print
Defendant ADT's Exhibits—Continued		
D1—Memo dated August 19, 1952 from Commercial Superintendent to A. E. Smith re Aero Competition—Boston, Mass.	6349	4469
D11—Memo dated December 7, 1962 from W. A. Clark to W. C. Marin re The John Shillito Co., Cincinnati, Ohio	6350	4471
D15—Memo dated August 1, 1961 from F. J. Concannon to L. J. O'Brien captioned Julius Kessler Distilling Company, Calvert Distilling Company, Jeffersonville, Indiana (Louisville)	6352	4472
D18-1—Memo dated February 2, 1961 from R. L. Beckwith to J. K. Swanson re: Jacobsen's, Jackson, Michigan	6354	4474
D18-2—Memo dated December 26, 1960 from Ray Brechbill to L. J. O'Brien re: American Hard Rubber Company, Akron, Ohio	6356	4476
D20—Memo dated August 31, 1960 from L. J. O'Brien to District Sales Managers and Representatives, captioned Competition—Minneapolis-Honeywell	6357	4477
D21—Memo dated January 20, 1959 from M. H. A. Lindsay to J. A. MacDonald captioned Minneapolis-Honeywell Regulator Co., Minneapolis, Minnesota	6359	4479
D22—Memo dated August 16, 1960 from N. R. Brady to J. B. Bodley re Travelers Broadcast House, Hartford, Conn.	6361	4482
D24—Memo dated July 8, 1960 from J. B. Bodley to all ADT executive officers, re "Competition—Minneapolis-Honeywell Company"	6362	4484
D26—Memo dated April 29, 1960 from A. S. Jacks to H. B. Schultz re Tri-County Shopping Center—Shillito's, Federated Department Store	6364	4486
D27—Memo dated February 3, 1960 from M. H. A. Lindsay to J. A. MacDonald re Minneapolis Honeywell Regulator Company and Competition in general	6365	4487
D28—Competition Report—November 20, 1962—West Orange, New Jersey. Job lost to Kidde Atmo	6368	4491
D30—Memo dated August 9, 1961 from M. H. A. Lindsay to L. J. O'Brien re New CIA Headquarters, Washington, D. C. area	6369	4493
D32—Memo dated June 13, 1960 from A. Gaston to L. J. O'Brien re L. Bamberger & Company, Newark, New Jersey	6370	4494

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	Original	Print
DEFENDANT ADT's EXHIBITS—Continued		
D33—Memo dated January 26, 1960 from F. D. Shadell to W. J. Doyle re Competition	6371	4495
D36—Memo dated January 31, 1956 from J. R. Hough to E. O. Betscher re Spurling and Kidde, Miami, Florida	6373	4497
D40—Memo dated January 14, 1954 from A. W. Sullivan to A. E. Smith captioned Atmo Competition	6375	4498
D41—Memo dated April 2, 1953 from "General Superintendent" to R. M. Pineo captioned Atmo Fire Alarm Company, Bridgeport, Conn.	6376	4499
D43—Memo dated May 27, 1953 from R. M. Bugbee to A. E. Smith captioned Atmo Competition—New Haven, Conn.	6377	4500
D45—Memo dated October 22, 1952 from W. J. Doyle to A. E. Smith re: Automatic Fire Alarm Competition, State of New Jersey	6378	4501
D46—Memo dated October 14, 1952 from F. H. Langille to W. J. Doyle re: Automatic Fire Alarm Competition, State of New Jersey	6380	4502
D51—Memo dated September 2, 1954 from E. J. Kaiser to King Young re: Competition	6381	4503
D59—Memo dated April 8, 1959 from J. T. Lynch to R. T. Warner re: The New Haven Board and Carton Co., New Haven, Conn.	6382	4504
D62—Memo dated March 12, 1957 from L. B. Straus to L. J. O'Brien re: Marshall Field & Co., Park Forest, Illinois	6384	4506
D75-B—Underwriters' Laboratories, Inc. Accredited Central Stations by date of approval since 1945	6385	4507
D75-E—Manual of Burglary Insurance (excerpts)	6387	4509

Exhibit Volume VIII

D89—Memo dated July 28, 1960 from Ray Brechbill to R. J. Highstone re: Highland Park Police Department, Highland Park, Illinois	6391	4523
D92—Memo dated January 5, 1960 from R. P. Lucy to W. K. Francis re: Bemis Bag Co., Newark, California	6392	4524
D93—Memo dated October 5, 1954 from J. J. O'Brien to A. E. Smith re: Direct Connected Competition—Diebold Company and Gamewell Co., Sioux City, Iowa	6393	4525

Record from the United States District Court for the District of Rhode Island—Continued

	Original	Print
DEFENDANT ADT'S EXHIBITS—Continued		
D97—Memo dated June 30, 1955 from C. L. Chafee to A. E. Smith re: Competition—Cincinnati, Ohio	6395	4526
E1—Sprinkler Supervisory Coordinating Instructions No. 3, dated November 24, 1953 from C. S. Hammergren to All ADT Subsidiaries	6396	4528
E3—Letter from W. J. Dahl to A. W. Sullivan dated February 11, 1959, captioned Competition—Tacoma, Washington	6398	4530
E4—Letter from S. H. Filipkowski to W. B. Flammer, dated August 6, 1956, captioned ADT Competition, Birmingham, Alabama	6400	4532
E6—Memorandum from the Service Superintendent of ADT, Detroit, Michigan to Mr. Swanson, District Manager, dated October 10, 1960, captioned Competition—Detroit, Michigan	6401	4533
E7—Memorandum from W. K. Francis to L. J. O'Brien, entitled Competition, San Francisco, California	6402	4534
E8—Memorandum from R. T. Warner to L. J. O'Brien, dated April 6, 1960, captioned Competition	6405	4538
E9—Memorandum from E. J. Heisley to L. J. O'Brien captioned Competition—Washington, D. C., dated April 15, 1960	6407	4541
E10—Memorandum from A. S. Jacks to L. J. O'Brien dated April 25, 1960, captioned Competition—Cleveland District	6410	4543
E-13—Letter from C. L. Chafee to L. J. O'Brien, dated June 7, 1957, captioned Competition—Radar Eye Corporation	6412	4547
E14—Memorandum from C. L. Chafee to L. J. O'Brien, dated May 13, 1957 captioned Competition—Cleveland, Ohio	6413	4548
E15—Memorandum from E. J. Heisley to L. J. O'Brien, dated April 17, 1957, captioned Competition Radar-Eye	6414	4549
E16—Memorandum from R. T. Warner to L. J. O'Brien, dated March 8, 1957, captioned Competition—Radar-Eye	6415	4550
E18—Memorandum from E. J. Heisley to L. J. O'Brien, dated March 6, 1957, captioned Competition—Radar-Eye	6416	4551
E19—Photostatic copy of an advertisement for the Radar-Eye Protection System as published in the Buffalo Carrier Express Newspaper, February 11, 1958	6417	4553

Record from the United States District Court for the District of Rhode Island—Continued

DEFENDANT ADT'S EXHIBITS—Continued	Original	Print
E22—Memorandum from A. L. Kauffman to W. W. Dooley, dated August 12, 1954, captioned Competition—Denver, Colo.	6418	4555
E28—Memorandum from W. E. Mauroschadt to E. J. Heisley, dated December 18, 1956, captioned Competition, First Camden National Bank, Camden, New Jersey	6419	4556
E-32—Memorandum from D. R. Hall to L. J. O'Brien, dated March 21, 1956, captioned Competition—Diebold Bank Alarms	6420	4557
E-36—Memorandum from C. K. Empringham to Mr. John Stephens, dated August 30, 1955	6421	4558
E48—Memorandum from Lynne Stora to E. B. White, dated August 9, 1954, captioned Continental Can Company, Sacramento, California	6422	4559
E52—Letter from the President of ADT to the President of Holmes Electric Protective Company, dated March 27, 1947	6424	4561
E53—Letter from H. C. Ward, President, Holmes Electric Protective Company to E. A. Ward, President, ADT, dated March 26, 1947	6425	4561
E55—Memorandum from E. Turnbull to L. J. O'Brien, dated November 27, 1956, captioned "Certificate—Holdup Alarm, Minneapolis District"	6426	4562
E56—Memorandum from M. H. A. Lindsay to J. A. MacDonald, dated January 20, 1959, captioned Southdale Shopping Center, Minneapolis, Minnesota	6427	4563
E57—Memorandum from L. H. Pryor to E. Turnbull, dated June 20, 1956, captioned Electro-Watchman, Inc.	6430	4566
E58—Memorandum from L. H. Pryor to E. Turnbull, dated May 29, 1956, captioned Electro-Watchman, Inc., St. Paul, Minnesota	6432	4569
E60—Memorandum from D. R. Hall to L. J. O'Brien, dated September 2, 1958, captioned McConnell Kerr Company, Detroit, Michigan	6434	4571
E61—Contract competition report form 701 involving a prospect in Grand Rapids, Michigan	6435	4573
E69—Memorandum from R. T. Warner to L. J. O'Brien, dated April 12, 1957, captioned Competition—The Federal Burglar Alarm Company, Boston, Massachusetts	6436	4575
E70—Memorandum from R. T. Warner to L. J. O'Brien, dated January 8, 1958	6437	4575

Record from the United States District Court for the District of Rhode Island—Continued

	Original	Print
DEFENDANT ADT'S EXHIBITS—Continued		
E71—Memorandum from R. T. Warner to L. J. O'Brien, dated September 12, 1956, captioned Kennedy's Inc.	6438	4577
E72—Memorandum from N. R. Brady to R. T. Warner, dated July 25, 1956	6439	4578
E82—Memorandum from E. J. Pucci to W. Hable, dated January 18, 1963, captioned Legislation—Laws and Ordinances Passed by City Councils and State Legislatures in the Minneapolis District—Davenport—Moline	6440	4579
—Attachments—Newspaper clippings	6441	4579
E84—Memorandum from E. Turnbull to L. J. O'Brien, dated July 27, 1960, captioned Competition—Cedar Rapids, Iowa	6445	4581
E86—Memorandum from D. R. Hall to L. J. O'Brien, dated September 2, 1958, captioned The Columbia-Western Corporation, South Bend, Ind.	6447	4583
E89-1—Letter from C. A. Wiborg, Lumbermen's Mutual Casualty Company to the Holmes Electric Protective Company, dated January 30, 1956, captioned Stewart Warner, Inc.	6448	4584
E-89-2—Letter from E. J. Heisley to A. E. Smith, dated December 7, 1954, captioned Police Department Competition, Atlanta, Georgia	6449	4585
F16—Memorandum from the Secretary of ADT to J. A. MacDonald, dated June 24, 1963, captioned The Citizens & Southern National Bank, Atlanta, Georgia	6451	4589
F20—Memorandum from W. J. Dahl to Ray Brechbill, dated March 5, 1964, captioned Public Relations, Fire Department, Salt Lake City, Utah	6458	4597
F42—Memorandum from J. J. Hayden to J. K. Scott, dated September 23, 1963, captioned Southern Burglar Alarm Co., Atlanta, Georgia	6463	4603
F43—Memorandum from P. K. Labadie to W. C. Martin, dated April 23, 1964, captioned Competition	6464	4604

Record from the United States District Court for the District of Rhode Island—Continued

DEFENDANT HOLMES ELECTRIC PROTECTIVE COMPANY'S EXHIBITS

	Original	Print
H4—Pamphlet of the Autocall-Howe Plant Protection Systems	6486	4605
H5—Letter from C. K. Enpringham to Howard Stores, Inc., Brooklyn, N.Y., dated August 31, 1959	6475	4615
H11—Report by J. G. Healey, Superintendent of Shops and Supplies, on the Local Alarm Conference, held November 4, 1960 in the President's Office, dated November 4, 1960 (excerpts)	6478	4617
H16—Leaflet called "Protective Bulletin" issued by the Insurance and Protective Department, American Bankers Association, for March, 1960	6483	4619
H18-1—Letter from H. C. Ward to P. R. Webb dated April 16, 1952	6485	4622
H18-2—Memorandum from V. Wierman, Diebold, Inc., August 6, 1955	6488	4627
H-23—Competition report of Holmes, dated June 9, 1961, Pittsburgh, Pa. for the protection account of the Keystone Iron & Metal Company	6490	4629
H-26—Holmes Business Form No. 640 states that Holmes was bidding against a local alarm company for the protection account of Citra Trading Corp.	6491	4630
H-30-1—Competition Report of the Holmes Electric Protective Company, dated January 3, 1963 in Philadelphia for the protection account of the Strait Advertising Company, Incorporated	6492	4631
H30-2—Letter from T. L. Weber to Bruce D. Crockett, dated August 7, 1962, captioned Competitive Activity	6493	4633

DEFENDANTS' EXHIBITS (Depositions)

W2a—Excerpts of deposition testimony of Joseph E. Cunningham, A. P. F. Company	6494	4634
W4a—Excerpts of deposition testimony of M. I. Brod, Accurate Burglar Alarm Service	6523	4646
W5a—Excerpts of deposition testimony of Gerson Zimmerman, Ace of Spades Burglar Alarm Company	6537	4649
—Exhibits and handwritten corrections	6648	4700
W6a—Excerpts of deposition testimony of Thomas J. Smith, Alarm Engineering Company, Inc.	6660a	4708
—Exhibits A thru E	6660xxx	4754
W7a—Excerpts of deposition testimony of John W. Callaghan, Alarm Systems, Inc.	6660ccc	4765
W8a—Excerpts of deposition testimony of Joseph Siegel, Alert Alarm Company	6662	4788

	Original	Print
Record from the United States District Court for the District of Rhode Island—Continued		
DEFENDANTS' EXHIBITS (Depositions)—Continued		
W9a—Excerpts of deposition testimony of George J. Kusta, Arrow Electric Protection Company	6713	4907
W10a—Excerpts of deposition testimony of Eric David, Tattle-Tale Alarms	6813	4843
W11a—Excerpts of deposition testimony of Roy Van Wagner, Autocall Company	6861	4861
—Affidavit of Roy Van Wagner, dated August 7, 1963	6905	4880
W12a—Excerpts of deposition testimony of Frank W. Houghton, Automatic Alarms	6907	4881
—Exhibits 7, 8, 13 and 14	7006	4921
W13a—Excerpts of deposition testimony of Everett A. Westphal, Bay Alarm Company	7012	4925
W14a—Excerpts of deposition testimony of Morton Baizer, Bell Burglar Alarms and Eagle Protective Company	7073	4951
W16a—Excerpts of deposition testimony of Joseph G. Wilson, Central Burglar Alarm Service and Surety Alarm Company	7166	4987
—Exhibits 1 & 2	7255	5026
W17a—Excerpts of deposition testimony of Arthur A. Schwartz, Certified Burglar Alarm Systems, Inc.	7261	5039
W18a—Excerpts of deposition testimony of Clarence W. Novak, Chicago Mercantile Police Alarm Systems	7437	5115
W19a—Excerpts of deposition testimony of James H. Coffey, Circle Alarm Corporation	7455a	5122
W21a—Excerpts of deposition testimony of Kenneth M. Holmes, Dallas Burglar Alarm Company	7458	5152
W22a—Excerpts of deposition testimony of Claude L. Carpenter, Dawn Patrol Burglar Alarm Company	7490	5166
—Exhibits 2 and 4	7565	5192
W23a—Excerpts of deposition testimony of Grant Richard Hamilton, Day & Night Burglar Alarm Company	7570	5196
Exhibit Volume IX		
W24a—Excerpts of deposition testimony of Alfred Wayne Jackson, Diebold, Incorporated	7626	5215
W25a—Excerpts of deposition testimony of R. Stafford Edwards, Edwards Company	7742	5255
W26a—Excerpts of deposition testimony of Lyle A. Vadnais, Electro Watchman, Inc.	7784	5281

Record from the United States District Court for the District of Rhode Island—Continued

	Original	Print
Defendants' Exhibits (Depositions)—Continued		
W27a—Excerpts of deposition testimony of Gerald R. DeLue, Frontier Guard and DeLue, Inc.	7845	5308
W28a—Excerpts of deposition testimony of Arthur William Fruh, A. W. Fruh & Company	7916	5344
W29a—Excerpts of deposition testimony of Harry Gerber, Gerber & Company	7935	5354
W30a—Excerpts of deposition testimony of Loys C. Bridges, Greenville Avenue Patrol	7998	5378
W31a—Excerpts of deposition testimony of Milton Pierce, Guardian Alarm Company	8035	5395
W32a—Excerpts of deposition testimony of Julian C. Cohn, Robert Hall Clothes, Inc.	8097	5418
W33a—Excerpts of deposition testimony of Kenneth V. McCluskey, Howard Stores Corporation	8113	5423
W34a—Excerpts of deposition testimony of John S. Nacey, Howe Electric Company	8128	5429
W36a—Excerpts of deposition testimony of John H. Trout, International Business Machines Corporation	8219	5459
W37a—Excerpts of deposition testimony of Gordon Dillard, Magnetic Alarm Inc.	8244	5469
W38a—Excerpts of deposition testimony of Clarence Irvin Baker, Merchants Alarm Service	8314	5491
W39a—Excerpts of deposition testimony of Russell W. Laxson, Minneapolis Honeywell Regulator Company	8399	5530
W40a—Excerpts of deposition testimony of William Baggett, Mossie Burglar Alarm Company and Mossie Electric Protection Company	8438a	5554
W41a—Excerpts of deposition testimony of Oliver Tyrrell Joy, Notifier Corporation	8438ppp	5584
—Exhibit A	8438jjjjjj	5627
W42a—Excerpts of deposition testimony of Michael Singel, Security Alarm	8440	5631
W43a—Excerpts of deposition testimony of Mary B. Nordsiek, Nordsiek Protection Service	8474	5647
W44a—Excerpts of deposition testimony of Morris J. Amsrud, Suburban Patrol Service Corporation	8491	5652
W45a—Excerpts of deposition testimony of Robert E. Leeper, United States Burglar Alarm Company, Incorporated	8501	5656
W46a—Excerpts of deposition testimony of Victor R. Zahn, Victor Burglar Alarm Company	8569	5684
W47a—Excerpts of deposition testimony of Henry A. Walters, WECO and Ace Alarm Company	8648	5722

1629

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 175
Albany, New York

47

5924.0

CONTRACT DATA

NAME OF SYSTEM
OWNER'S NAME: FLAH & COMPANY, INC.
ADDRESS: 48-50 North Pearl Street
CITY AND STATE: Albany 7, New York

CONTRACT
INSTALLATION
BASIC
ADDITIONAL
NEW, SAME RATE
NEW, INCREASED RATE: X
NEW, ADDITIONAL SERVICE
NEW, LESS SERVICE
REFERENCES

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER: B-76289
DATE OF CONTRACT: 1/31/58
TERM OF CONTRACT: 2 YRS.
ANNUAL SERVICE CHARGE: $ 527.00
DATE EFFECTIVE: 3/1/58
SERVICE WITH: above

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO: 2/29/60

CENTRAL STATION MAINTAINED FROM: ALBANY, NEW YORK
SYSTEM: BA-DW
VOCATIONAL CODE NUMBER — DESCRIPTION: 771-C Womens' Retail Shop

PROPERTY VALUATION
BUILDINGS ONLY (STATE ALARM SYSTEMS ONLY): $
CONTENTS ONLY (STATE AND CONNECTED ALARM SYSTEMS): $20,000

SPECIAL BILLING INSTRUCTIONS

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL: NO. OF UNITS	ANNUAL: PER UNIT	ANNUAL: AMOUNT	ADVANCE: NUMBER OF UNITS	ADVANCE: PER UNIT	ADVANCE: AMOUNT
		300.00			
	12.00	24.00			
	24.00	408.00			
		732.00			

FACILITY COST $ 10000
FACILITY COST EXCEEDS OF 50%
PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHANGE }

MINIMUM BASIC CHARGE	732.00	TOTAL MINIMUM BASIC CHARGE
AMOUNT SECURED	575.00	TOTAL AMOUNT SECURED
DIFFERENCE (EXPLAIN DELAY)	157.00	DIFFERENCE (EXPLAIN DELAY)

Agreement increased an amount of $48.00 per annum which was
best procurable at this time. This contract has been taken
r a five year period because of competitive threats which we
e now locked out for another five year period. Payments change
m annually to monthly.

SALES TO COMMISSION CREDIT

R. A. Burns — SALES REPRESENTATIVE — 5/18/60 DATE

RECEIVED BY — DISTRICT SALES MANAGER — 5/19/60 DATE
CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE
CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE
DATE CONTRACT RELEASED
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

DATE RECEIVED BY GENERAL SALES MANAGER
DATE RETURNED FROM GENERAL SALES MANAGER

RECD BY PLTF.
DATE APR 24 1962
BY
12191

MAY 23 1960
P.M.

#1

1630

[fol. 2305]

COMPETITION REPORT

REPORT NO. 1

DATE 10/21/57 CENTRAL STATION CITY Albany, N.Y.

PROSPECT'S NAME Israel & Brenner, Inc.

PROSPECT'S ADDRESS Latham Shopping Center, Latham, N.Y.

CLASS OF SERVICE DA-DF HO. OF UNITS 5

JOB LOST _____ JOB SECURED x

NAME OF COMPETITOR Albany Protective Alarm Corp.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 410	$ 220

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 240	$ 150	$ 225	$ 125

APPROXIMATE SALES PRODUCTION HOURS CONSUMED four

REMARKS

This is an national account and if we were to stay with the standard figures we would have lost it to the local central stat competitor. These were the best figures to be secured.

APR 2 0 1962

R.A. Bewes
COMMERCIAL REPRESENTATIVE

R. T. Warner
COMMERCIAL SUPERINTENDENT

7

[fol. 2306]

FORM 701 12-501

COMPETITION REPORT

REPORT NO. 532

DATE 2/29/60 CENTRAL STATION CITY Albany, N.Y.

PROSPECT'S NAME Fish & Company, Inc.

PROSPECT'S ADDRESS Western Avenue Albany, N.Y.

CLASS OF SERVICE B-A-M/ NO. OF UNITS 5

JOB LOST _____ JOB SECURED x

NAME OF COMPETITOR Albany Protective Alarm Company

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 317.00	$ 193.50

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 264.00	$ 135.00	$ 180.00	$ 135.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED six

REMARKS

The Albany Protective Alarm Co. will take any of these small stores for the sum of fifteen dollars per month and about one hundred and thirty dollars as an installation charge. They have taken other stores at this rate in the new shopping plaza where this subscriber has his new store. We now service this subscriber in his town town store and might very well loose that location to the Albany Protective Co. if we fail to take this job here. We serve the sub in downtown Albany and Syracuse N.Y. too

INSPECTED
DATE APR 18 [illegible]
BY [illegible]
DSONS

R.A. Bowes
SALES REPRESENTATIVE

R. J. Barnes
DISTRICT SALES MANAGER

1032

[fols. 2307-2309]

FORM 701 10-001

COMPETITION REPORT

REPORT NO. 672

DATE 11/8/60 CENTRAL STATION CITY Albany, N.Y.

PROSPECT'S NAME Albany Hardware & Iron Co.

PROSPECT'S ADDRESS State Street, Albany, N.Y.

CLASS OF SERVICE SS-WF NO. OF UNITS 6

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Albany Protective Alarm Company & sales Resistance

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 605.00	$

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 500.00	$	$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED two

REMARKS

The competitor in Albany has been calling on some of our subscribers and offering to do the same job as we do for a much lower charge with a very small installation charge.

We assigned this account up with a token increase of a dollar per week for a five year period to keep him on the books. There are a few more subscribers in the same frame of mind. So far our good service has kept them with ADT. However if we insist upon our standard increase we will then hand them over to our competitor.

INCORPORATED
DATE NOV 10 1960
BY [illegible]

R.A. Bowes
SALES REPRESENTATIVE

R. F. Tanner
DISTRICT SALES MANAGER

Copy & VP 11-7-60

9

COMPETITION REPORT

REPORT NO. 386

4/3/58 CENTRAL STATION CITY Albany, N. Y.

CT'S NAME BOYD PRINTING COMPANY, INC.

CT'S ADDRESS 49 Sheridan Avenue, Albany, New York

OF SERVICE BA - SSWP - IS-MISC. NO. OF UNITS 46 BA; 7 SSWP; 2 IS-MISC.

ST JOB SECURED Yes

F COMPETITOR Albany Protective Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1841.00	$ - - -

ADT QUOTATION

	ADVANCE SERVICE CHARGE
	$ - - -

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$800.00	$ - - -

INATE SALES PRODUCTION HOURS CONSUMED 6 hours

REMARKS

petitor has been providing service for this subscriber at ations. Now this subscriber has moved into a building where a complete Automatic system installed and in operation. re the business, our competitor was willing to install the tem for nothing and then charge $800.00 per year as annual charge.

REP. BY PLTG DATE APR 10 1958 BY 0535

R. A. Bowes
COMMERCIAL REPRESENTATIVE

R. T. Warner
COMMERCIAL SUPERINTENDENT

12

COMPETITION REPORT

1634

fols. 2313-2315]

CONTRACT DATA

9/1/35

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: ALBANY N. Y. FEZRLESS PAPER PRODUCTS CORP.

STREET ADDRESS: 403 North Pearl Street

CITY AND STATE: Albany 4, New York

CENTRAL STATION HANDLING THIS SYSTEM: ALBANY, NEW YORK

SYSTEM: BA-DJ

VOCATIONAL CODE NUMBER: #389-B wholesale paper

PROPERTY VALUATION: BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY); CONTENTS ONLY (SPRINKLER AND DOUBLE ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	___	CENTRAL STATION	X	AUDITOR'S NUMBER	B-4840
NEW TENANT	___	DIRECT-CONNECTED	___	DATE OF CONTRACT	10/25/54
SUPPLEMENTAL	___	LOCAL ONLY	___	TERM OF CONTRACT	5 yrs.
RENEWAL, SAME RATE	___	PROPRIETARY		ANNUAL SERVICE CHARGE	$ 353.28
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	12/1/54
RENEWAL, ADDITIONAL SERVICE	___	NEW YORK DISTRICT	___	SERVICE WITH:	above
RENEWAL, LESS SERVICE	___				

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER PAID TO: 11/30/59

EXECUTIVE OFFICE USE

INSPECTION DATE BY 12162

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

NUMBER OF UNITS	PER UNIT	AMOUNT	ADVANCE: NUMBER OF UNITS	ADVANCE: PER UNIT	ADVANCE: AMOUNT
1		270.00			
1		11.00			
13	22.00	286.00			
15	22.				
SUB-TOTAL		567.00			
AC FACILITY COST $ none			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		567.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		400.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		167.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS

Agreement increased $46.72 which was the best obtainable. Subscriber indicated that if we insisted on a larger increase, he would cancel & contract for service with Albany Protective. We have, therefore, renewed this contract for five years to prevent loss of revenue. Quarterly billings to be continued.

ALSO ENTITLED TO COMMISSION CREDIT

R. A. Bowen 9/25/59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER: REC'D

DATE RECEIVED FROM GENERAL SALES MANAGER: OCT 1 1959

REMARKS

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER 9/28/59 DATE

CONTRACT APPROVED BY: SKH 10/1

EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

1635

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 176
Atlanta, Georgia

F-20958

CONTRACT DATA

American Can Company
Lake Mirror Road
County of Clayton (Atlanta), Georgia

CENTRAL STATION MAINTAINED FROM: Atlanta, Ga.
SYSTEM: AFA
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 323-4 Mfg. Cans
PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY) $; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $
SPECIAL BILLING INSTRUCTIONS:

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

OLD CONTRACT: AUDITOR'S NUMBER K7590; DATE OF CONTRACT 8/3/49; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; DATE EFFECTIVE 7-1-60; SERVICE WITH: —

DUN AND BRADSTREET'S RATING: —
NUMBER OF CREDIT LETTERS ATTACHED: —
PRESENT SUBSCRIBER PAID TO: —

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE APR 24 1962
BY [illegible]
12507

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL # OF UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	325.00	325.00	2	370.00	740.00
	100.00	100.00			
		425.00			
EQUITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
EQUITY COST EXCESS OF 10%		425.00	TOTAL MINIMUM BASIC CHARGE		740.00
MINIMUM BASIC CHARGE		525.00	TOTAL AMOUNT SECURED		1110.00
AMOUNT SECURED		100.00	DIFFERENCE (EXPLAIN BELOW) (*)	(*)	370.00
DIFFERENCE (EXPLAIN BELOW) (*)					

(*) To high installation and Maintenance costs.

Two approved copies of contract to New York Executive Accounts for Transmittal.

PJ 10/19/60

OK.

CREDIT TO (COMMISSION CREDIT): W. B. Schultz, 50% Override
SALES REPRESENTATIVE: C. W. Crooke
DATE: 10/14/60
NEW YORK ACCOUNTS OCT 19 1960
16,672 sq. ft. - 4 enclosures.

DATE RECEIVED BY GENERAL SALES MANAGER: OCT 19 1960
DATE RECEIVED FROM GENERAL SALES MANAGER:

CONTRACT EXECUTED BY: OCT 18 1960 (DISTRICT SALES MANAGER / DATE)
CONTRACT RECOMMENDED BY: (DISTRICT SALES MANAGER / DATE)
CONTRACT APPROVED BY:

CONTRACT RECEIVED FROM EXECUTIVE OFFICE:
DATE CONTRACT RELEASED:
DATE CONTRACT SENT TO DISTRICT SALES MANAGER:

COMPETITION BEDDAY

1636

[fol. 2317]

CONTRACT DATA

V 59970

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: Economy Auto Stores, Inc.
Division of McCrory Corporation
STREET ADDRESS: 1130 Bankhead Avenue, N. W.
CITY AND STATE: Atlanta, Georgia

CENTRAL STATION HANDLING THIS SYSTEM: Atlanta, Georgia
SYSTEM: SSMF
VOCATIONAL CODE NUMBER: 38-B Auto Supplies

NEW CONTRACT
NEW INSTALLATION: —
NEW TENANT: —
SUPPLEMENTAL: —
RENEWAL, SAME RATE: X
RENEWAL, INCREASED RATE: —
RENEWAL, ADDITIONAL SERVICE: —
RENEWAL, LESS SERVICE: —

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED: —
LOCAL ONLY: —
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK: X
DISTRICT:

OLD CONTRACT
AUDITOR'S NUMBER: ~~V 50275~~ V 50275
DATE OF CONTRACT: 11-13-56
TERM OF CONTRACT: 5 years
ANNUAL SERVICE CHARGE: ~~$1532.00~~
DATE EFFECTIVE: 3-1-57
SERVICE WITH: Economy Auto Stores, Inc.

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY):
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS):
SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00	4		
13	55.00	715.00	22 Units		
		Total Svc. Chg. $ 1532.00		$ 1164.96	$ 367.04
Plant Count 22	Sales Count 12				
Includes 8	Units For 4	Excess Pressure Pumps			
SUB-TOTAL		1100.00			
WIRE FACILITY COST $			ESTIMATE (WORK DESIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1100.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1532.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW) (*)		432.00	DIFFERENCE (EXPLAIN BELOW)		

Sept 62 EXECUTIVE OFFICE USE
1st unit $ 385.00
add'l 3
V - $1164.96
K - 367.04
$1532.00

INSP. BY PLT.
DEC 11 1962
10548

REMARKS
Resale effective 3-1-62.
(*) Sold at present rate. Excess to maintenance costs.
Approved copy of agreement to be forwarded to New York Executive Accounts for transmittal to Subscriber.

ALSO ENTITLED TO COMMISSION CREDIT: A. Gaston - 50% Override
G. M. Key — DULY REPRESENTATIVE — 2-5-62 DATE
EXECUTIVE ACCOUNTS FEB 8 1962

REMARKS

RECEIVED IN EXEC. SALES OFFICE
FEB 7 1962
A.M.

CONTRACT EXECUTED BY: [signature] DISTRICT SALES MANAGER — FEB 6 1962 DATE
CONTRACT RECOMMENDED BY: DISTRICT SALES MANAGER — DATE
CONTRACT APPROVED BY:

CONTRACT RECEIVED FROM EXECUTIVE OFFICE
DATE CONTRACT RELEASED
DATE CONTRACT SENT TO INSTALLER

1637

B8004

CONTRACT DATA

CUSTOMER'S NAME	General Electric Company
STREET ADDRESS	490-496 Glenn Street, S.W.
CITY AND STATE	Atlanta, Georgia

CENTRAL STATION MAINTAINED FROM: Atlanta, Ga.
SYSTEM: BATH
VOCATIONAL CODE NUMBER — DESCRIPTION: 492-C Elec. Equip. Whse

NEW CONTRACT	
NEW INSTALLATION	
ADD TO/OR EXTEND	
SUPPLEMENTAL	
RENEWAL, SAME RATE	
RENEWAL, INCREASED RATE	X
RENEWAL, ADDITIONAL SERVICE	
RENEWAL, LESS SERVICE	

SERVICE
- CENTRAL STATION X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY

NATIONAL ACCOUNT
- NEW YORK
- DISTRICT X

GSA CONTRACT 3-4567
- AUDITOR'S NUMBER B-53694
- DATE OF CONTRACT 10/28/55
- TERM OF CONTRACT 5 yrs.
- ANNUAL SERVICE CHARGE $ 712.00
- DATE EFFECTIVE 12/1/55
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ —
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $ 5000

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES
- DUN AND BRADSTREET'S RATING
- NUMBER OF CREDIT LETTERS ATTACHED
- PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
29	12.00	348.00			
TOTAL		648.00			
TOTAL FACILITY COST $ 108.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
10% FACILITY COST EXCESS OF 10%		none			
TOTAL MINIMUM BASIC CHARGE		648.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		842.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)	(+)	194.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS

(e) High maintenance.

Renewal with increase of $100.00, effective 12/1/60.

Two approved copies of contract to NY Executive accounts for transmittal to subscriber.

EXECUTIVE OFFICE USE

INSP. PRIOR TO [illegible]
DATE 11/28/60
BY [illegible]
12619

CK

ORDER CANCELLED TO COMMISSION CREDIT
A. Gaston, 50% Override
EXECUTIVE ACCOUNTS NOV 28 1960

G. M. Key — SALES REPRESENTATIVE — 11/23/60 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

EXEC. SALES DEPT. RECEIVED NOV 28 1960

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES

8

1638

[fol. 2319]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: RAILROAD RETIREMENT BOARD

STREET ADDRESS: 201 Ivy Street N.E.

CITY AND STATE: Atlanta, Georgia

Atlanta, Ga.

RA-RR M/Sc

419-C - Gov. adm. bldg.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT Gov.	X		

PROPERTY VALUATION

BUILDINGS ONLY (OMIT GLASS BREAK)

CONTENTS ONLY 100,00 (OMIT GLASS BREAK)

SPECIAL BILLING INSTRUCTIONS

Invoice in duplicate
erly in arrears shor
Order No. 60-1086 to

CREDIT REFERENCES: Gov. agency

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	1	470.00	470.00
7	24.00	168.00	2	45.00	90.00
2	12.00	24.00	2	22.50	45.00
10 J					
SUB-TOTAL		492.00			
WIRE FACILITY COST $			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		492.00	TOTAL MINIMUM BASIC CHARGE		605.00
TOTAL AMOUNT SECURED		612.00	TOTAL AMOUNT SECURED		1005.00
DIFFERENCE (EXPLAIN BELOW)		120.00	DIFFERENCE (EXPLAIN BELOW)		400.00

REMARKS

Difference in annual due to amended contract, difference in advance to be applied to rush job.
If this agreement is acceptable, upon approval return 1 copy for transmittal.

ALSO ENTITLED TO COMMISSION CREDIT

W. J. Frost 50% override

C. W. Crooke 3-4-60
SALES REPRESENTATIVE DATE

REMARKS

E. J. KAISER 5% OVERRIDE 3/15/60

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES

1639

CONTRACT DATA

B15156

CUSTOMER'S NAME	Trust Company of Georgia
ADDRESS	36 Edgewood Avenue, N.E.
CITY & STATE	Atlanta, Georgia

CENTRAL STATION MAINTAINED FROM: Atlanta, Ga.
SYSTEM: BA-MISC.
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 151-C Bank

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY: X
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER: B-75377
- DATE OF CONTRACT: 11/20/57
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 240.00 Chgr.00
- DATE EFFECTIVE: 11/1/58
- SERVICE WITH: above at: N.E. Corner Edgewood Ave.,

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: Pryor
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	24.00	72.00	3	45.00	135.00
		72.00			
			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
		72.00	TOTAL MINIMUM BASIC CHARGE		135.00
		120.00	TOTAL AMOUNT SECURED		180.00
	(*)	48.00	DIFFERENCE (EXPLAIN BELOW) (*)		45.00

EXECUTIVE OFFICE USE

INSPECTED
DATE APR 24 1962
BY
1209

(*) Rush installation.

Street address corrected.

CREDIT TO COMMISSION CREDIT

G. M. Key — SALES REPRESENTATIVE — 6/13/61 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

06

CONTRACT EXECUTED BY
JUN 14 1961
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

23

1640

[fol. 2321]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Mead Packaging, Division The Mead Corporation

STREET ADDRESS: 950-1020 West Marietta Street, N.W.

CITY AND STATE: Atlanta, Georgia

CENTRAL STATION MAINTAINED FROM: Atlanta, Georgia

SYSTEM: SSF

VOCATIONAL CODE NUMBER: 385-A Paper Products

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) 1,000; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	K-10079
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	10/17/60
SUPPLEMENTAL	X	LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, BASIC RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$2376.25
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	1/1/61
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	above
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
27	55.00	1485.00	27	135	3645
SUB-TOTAL		1485.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1485.00	TOTAL MINIMUM BASIC CHARGE		3645
TOTAL AMOUNT SECURED		1585.00	TOTAL AMOUNT SECURED		4035
DIFFERENCE (EXPLAIN BELOW) (*)		100.00	DIFFERENCE (EXPLAIN BELOW)		390

INSP. BY PLT. 12879

REMARKS

(*) To high installation costs.
See forms 400, General Automatic Sprinkler Co., 451 East 36th. Street, Charlotte, N.C. for advance service charge.

Four approved copies of contract to Subscriber.

ALSO ENTITLED TO COMMISSION CREDIT

G. M. Key 4/21/61
SALES REPRESENTATIVE DATE

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

APR 19 1961

1641

CONTRACT DATA

B-6397

Pittsburgh Plate Glass Company

82h Memorial Drive, S.E.

Atlanta, Georgia

Atlanta, Georgia

BADW

130-G Warehouse & Office

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK
DISTRICT Washington

Old CONTRACT B6273
AUDITOR'S NUMBER B-51059
DATE OF CONTRACT 11/15/55
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 776.00
DATE EFFECTIVE 11/25/55
SERVICE WITH above

PROPERTY VALUATION
BUILDINGS ONLY (EXCEPT ALARM SYSTEM COSTS) $
CONTENTS ONLY (STOCK AND INCIDENTAL ALARM EQUIPMENT) $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	PER UNIT	AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	300.00	300.00			
10	24.00	120.00			
19	12.00	228.00			
		648.00			
CREDIT 10%	72.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
COST EXCEED OF 10%		648.00	TOTAL MINIMUM BASIC CHARGE		
BASIC CHARGE		853.00	TOTAL AMOUNT SECURED		
SECURED (*)		205.00	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PLTF.
DATE APR 24 1962
BY 12730

High maintenance costs.

Deal with increase of $77.00, effective 11/1/60.

Return 2 approved copies of contract to Washington National
Accounts for transmittal to subscriber.

SALES REPRESENTATIVE: G. M. Key — 10/11/60

E.K.

RECEIVED OCT 18 1960

DISTRICT SALES MANAGER — DATE
CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE
CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE
DATE CONTRACT RELEASED
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

48

1

1642

[fol. 2323]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 177
Boston, Massachusetts

69996

CONTRACT DATA

LOCATION OF SYSTEM
SUBSCRIBER'S NAME FOOD CENTER WHOLESALE GROCERS INC.
STREET ADDRESS Rear 410 Rutherford Avenue
CITY AND STATE Charlestown 29, Mass.

CENTRAL STATION BOSTON, MASS.
SYSTEM 2A-N.I
RECEIVER CODE NUMBER 162-3 STOCKTON

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION
BUILDINGS ONLY (OMIT ALARM SYSTEM COST)
CONTENTS ONLY (OMIT DOG DOORMAN ALARM SYSTEM COST) 1,0

SPECIAL BUILDING CONSTRUCTION

CREDIT REFERENCES
present Sub. at other loc.

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO date

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00	62	43.00	2666.00
61	22.00	1342.00			
sep. alarm		51.00			
62					
SUB-TOTAL		1663.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1663.00	TOTAL MINIMUM BASIC CHARGE		2666.00
TOTAL AMOUNT SECURED		1020.00	TOTAL AMOUNT SECURED		none
DIFFERENCE (EXPLAIN BELOW)		643.00	DIFFERENCE (EXPLAIN BELOW)		2666.00

REMARKS
The above substandard rates were the best procurable due to extreme competition. See previous competition report No 510 and also attached competition report No. 525.

DATE RECEIVED BY CENTRAL STATION
DATE 20 NOV
BY
14356

ALSO ENTITLED TO COMMISSION CREDIT
H.R.Spencer 2/9/60
SALES REPRESENTATIVE DATE

REMARKS
W/ ADT Bo 59
6/24/60
926

DATE RECEIVED FROM REMOTE SALES OFFICE

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
2/15/60
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED
3/2/60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED
1.

DATE CONTRACT SENT TO DISTRICT OFFICE

1643

CONTRACT DATA

$20

1-13-19

EASTERN SEABOARD STORAGE WAREHOUSE CO.

35 Mildred Avenue

Dorchester, Massachusetts

CENTRAL STATION MAINTAINED FROM: BOSTON, MASSACHUSETTS

SYSTEM: SSWP

VOCATIONAL CODE NUMBER — DESCRIPTION: #190-0 Warehouse

SERVICE
- X — CENTRAL STATION
- — DIRECT-CONNECTED
- — LOCAL ONLY
- — PROPRIETARY

NATIONAL ACCOUNT
- — NEW YORK DISTRICT

OLD CONTRACT
- AUDITOR'S NUMBER
- DATE OF CONTRACT
- TERM OF CONTRACT
- ANNUAL SERVICE CHARGE $
- DATE EFFECTIVE
- SERVICE WITH:

PROPERTY VALUATION
- BUILDINGS ONLY (SPRINKLERED SYSTEMS ONLY) $
- CONTENTS ONLY (SPRINKLERED SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
$5.00	385.00	13	135.00	1755.00
	660.00			
	1045.00			
		ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	1045.00	TOTAL MINIMUM BASIC CHARGE		1755.00
	400.00	TOTAL AMOUNT SECURED		none
	645.00	DIFFERENCE (EXPLAIN BELOW)		1755.00

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE APR 25 1962
BY
14174

This contract approved by E. A. Gaston, Assistant secretary letter dated December 1, 1961, File #ASL.
Agent's Remarks "A.D.T.Co. sold this concern a Burglar Alarm on Sept.20, 1961. Since that time Call's Signal Co. was in to bid on the sprinkler service. In order for us to secure ment we were only able to get $400.00.

AFA Company — SALES REPRESENTATIVE — 12/1/61 DATE

SALES DEPT.
RECEIVED
DEC 11 1961
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY
J. Warner 12/7/61
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY
G D Sinn

RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED
2

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

[fol. 2326]

CONTRACT DATA

B 46316

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: GORDON BROTHERS

STREET ADDRESS: 38 Bromfield Street

CITY AND STATE: Boston 8, Mass.

CENTRAL STATION REFERENCE FILE: BOSTON, MASS.

SYSTEM: BA-DF

VOCATIONAL CODE: #111-B&C Jewelry

PROPERTY VALIDATION: BUILDINGS ONLY (CRIME GUARD SYSTEM) $

CONTENTS ONLY (CRIME AND BURGLAR ALARM SYSTEM) $10

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT B-5173	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	B 41582
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	10/27/54
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$537.00
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	12/22/54
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	the above
RENEWAL, LESS SERVICE		DISTRICT			

EXECUTIVE OFFICE USE

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 12/31/59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00			
25	22.00	550.00			
SUB-TOTAL		820.00			
WIRE FACILITY COST $ 0000			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		820.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		671.25	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		148.75	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Agreement increased an amount of $134.25 which was the best procurable. In order to keep competition out of here, we have taken the agreement f or a five year period. This is a very high mxkx class jewelry firm.

APR 2 1960

ALSO ENTITLED TO COMMISSION CREDIT

E. F. Moynihan, Jr. 12/1/59
SALES REPRESENTATIVE DATE

EXEC. SALES DEPT. RECEIVED DEC 7 1959

REMARKS

4

CONTRACT EXECUTED BY

R. J. Barone 12/2/59
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO SUBSCRIBER

4

1095

B1350

CONTRACT DATA

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.

SYSTEM: BA-CKT

VOCATIONAL CODE NUMBER — DESCRIPTION: #291-A Machine Parts

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ ____ CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $219.00

SPECIAL BILLING INSTRUCTIONS:

CUSTOMER'S NAME: CONTINENTAL MACHINE, DIV. WAVETEK CORPORATION

ADDRESS: 161 North Street

CITY AND STATE: Newton 60, Massachusetts

CONTACT: ____

INSTALLATION: ____

PAINT: X

RENTAL: ____

SPL. BASE RATE: ____

SPL. INCREASED RATE: ____

SPL. ADDITIONAL SERVICE: ____

SPL. LATE SERVICE: ____

REFERENCES: No remarks reverse side.

SERVICE:
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY: ____

NATIONAL ACCOUNT:
- NEW YORK: ____
- DISTRICT: ____

OLD CONTRACT:
- AUDITOR'S NUMBER: B72495
- DATE OF CONTRACT: 9/10/57
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 589.00
- DATE EFFECTIVE: 11/1/57
- SERVICE WITH: Continental Machine Co.

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: 1

PRESENT SUBSCRIBER PAID TO: 10/31/60.

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NO. OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
		300.00			
	24.00	336.00			
	12.00	12.00			
		648.00			
QUALITY COST $ ____			PLANT ESTIMATE (WHERE REQUIRED / POO ADVANCE / SERVICE CHARGE)		
QUALITY COST EXCESS OF 10%		648.00	TOTAL MINIMUM BASIC CHARGE		
AMOUNT SECURED		589.00	TOTAL AMOUNT SECURED		
NOTE (EXPLAIN BELOW)		59.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INSP. BY PLT.
DATE AUG 25 1952
BY Jas
14180

We have taken this contract for a five year term at prevailing rate in order to lock out any competitive reach. Overpayment 7/26/60-10/31/60 $155.97 plus tax 49, total $168.45 is to be refunded to Continental hine Co. and the new concern is responsible for payment 7/26/60. Send check to the above address.

APPLIED TO COMMISSION CREDIT

E.A.Rogers, Jr. 7/28/60
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER: RECEIVED AUG 1 0

DATE RECEIVED FROM GENERAL SALES MANAGER: P.M. 1 2 3 4 5 6

In view of the resale of the service for a five year od, we recommend that the C.T.O. on the unexpired term Continental Machine Co. in the amount of $1325.24 be de.

CONTRACT RECOMMENDED BY: ____ DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: ____

J.T.Barnes 8/12/60
DISTRICT SALES MANAGER — DATE

DATE RECEIVED FROM EXECUTIVE OFFICE: ____

DATE CONTRACT RELEASED: ____

DATE CONTRACT SENT TO DISTRICT SALES MANAGER: ____

[fol. 2328]

COMPETITION REPORT

REPORT NO. 96

DATE 2/12/60 CENTRAL STATION CITY BOSTON, MASS.

PROSPECT'S NAME FOOD CENTER WHOLESALE GROCERS INC.

PROSPECT'S ADDRESS Rear 410 Rutherford Avenue, Charlestown

CLASS OF SERVICE BA-DW NO. OF UNITS 62

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Hyde Park Alarm Company

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1663.00	$ 2666.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 708.00	$ 1210.00	$ 875.00	$ - - -

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8

REMARKS

In an attempt to keep competition from invading this subscriber whom we serve at other locations, we would recommend acceptance of this agreement in view of the fact that future expansion will include ADT services. Plans for a new store are in preparation for Danvers, Mass. We can serve this subscriber at that location.

DATE APR 18 1960
63011-111

N. R. Spencer
COMMERCIAL REPRESENTATIVE

R. T. Harner
COMMERCIAL SUPERINTENDENT

1647

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. 501

November 10, 1959 CENTRAL STATION CITY Boston, Mass.

PECT'S NAME Automatic Merchandising Corp.

PECT'S ADDRESS 141 Mystic Avenue

S OF SERVICE BA-HISC. NO. OF UNITS 28

LOST JOB SECURED X

OF COMPETITOR Call's Signal Service

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 915.00	$ 1,17.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
.00	$ 650.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ not over 500.00	$ not over 500.00

OXIMATE SALES PRODUCTION HOURS CONSUMED 20

REMARKS

riginal quotation as shown was based on less protection than will ultimately rolled. Because of Automatic Merchandising Corp's. purchasing, 2 bids must ained. The Insurance Company in question was forced to submit other companies which was Call's. Automatic Merchandising Corp. did not want any protection than Ace Burglar Directo to Police Department but was not acceptable to the nce Company. The protection was up graded and Call's quoted as indicated but d a personal friendship in the Insurance Company we would be give the job at riginal rate if we would revise our protection to meet the minimum required.

ued - over)

ADT 8054
6/30/60
978

HOW-BY FILE
APR 18 1960
BY

13

R. L. Neff
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

.[fol. 2330]

Since this location is adjacent to a previous subscriber we lost to Call's, we are reluctant to turn down this business. We have other ATT subscribers in the immediate area.

Our competitor is really beating the bushes in this area and this joe is really wanted. It is felt that it was necessary to negotiate on this rates we negotiated but we could not afford to let him get this one.

R. Warren
11/10/69

Form 701 (10-59)

COMPETITION REPORT

REPORT NO. 572

Aug.4.1960 CENTRAL STATION CITY Boston, Mass.

LT'S NAME HOWE & FRENCH INC.

PECT'S ADDRESS 45 Williams Street & 7 Norman Street, Everett, Mass.

E OF SERVICE RSWP NO. OF UNITS 10

OST JOB SECURED YES

OF COMPETITOR CALL'S SIGNAL SYSTEM

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 880.00	$ $1350.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
2.00	$ None	$ $502.00	$ None

XIMATE SALES PRODUCTION HOURS CONSUMED 6

REMARKS

prospect now is a subscriber to Automatic Fire Alarm Co. and Mr. Travers learned that Call's Signals Co. was negotiating .P.Service and was asked if the A.F.A.Co. would be interested oting. Mr.Travers stated that he could control the business if nted to compete with Call's. As a result of friendship, we advised of the competition's price and then the matter of super- y was added and Call's quoted as indicated. Even after we ed our reduced quotation the prospect sought quotations from all. I was hoping that Gamewell would be favored with the job. in concern was to prevent Call's from getting the contract and uld that would have positioned them to solicit the location d by A.F.A.Company.

This negotiation handled by J. Travis of Boston Automatic Alarm through R.T. Wrendt Rep

COMPANY PLAT. DATE APR 18 1962 BY 02981

T.J. O'Toole, Jr.
Sales Representative

R.T. Warner
District Sales Manager

20

1650

[fol. 2333]

COMPETITION REPORT

REPORT NO. 1011

DATE ~~4-22~~ 6-30-61 CENTRAL STATION CITY Boston, Massachusetts

PROSPECT'S NAME MARKET FORGE CO.

PROSPECT'S ADDRESS 25 Garvey Street - Everett 49, Massachusetts

CLASS OF SERVICE SSMT NO. OF UNITS 33

JOB LOST _____ JOB SECURED Y

NAME OF COMPETITOR Call's Signal Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$3072.00	$

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$2775.00	$	$2900.00	$1.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 9 hours

REMARKS

When attempting to renew contract at an approximate 20% increase subscriber secured a quotation from Call's Signal Company who quoted $1.00 installation and $2900.00 Annual Service Charge. The Subscriber stated that he was willing to pay a modest increase and continue our service because of it being already installed, so we accepted the agreement at $2775.00.

INSP. BY [illegible] 1962
DATE APR 23
BY
10671

T. J. O'Toole, Jr.
SALES REPRESENTATIVE

L. T. Barnes
DISTRICT SALES MANAGER

22

FORM 701 (5-60)

COMPETITION REPORT

REPORT NO. 689

DATE 11-22-60 CENTRAL STATION CITY Boston, Massachusetts

PROSPECT'S NAME NATIONAL DOCK & STORAGE WAREHOUSE COMPANY

PROSPECT'S ADDRESS 25 Lewis Street - East Boston 28, Massachusetts

CLASS OF SERVICE WH-MISC. NO. OF UNITS 17

JOB LOST JOB SECURED X

NATURE OF COMPETITOR Price resistance

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 960.00	$

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
1.26	$

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

REMARKS

This was a former General Alarm subscriber. We re-wrote agreement at approximately a 15% increase to prevent approach by our competitor who is seemingly interesting himself in this type of business.

RECEIVED
BOSTON, MASS.
BY

T. J. O'Toole, Jr.
SALES REPRESENTATIVE

L. J. Garner
DISTRICT SALES MANAGER

23

[fol. 2335]

COMPETITION REPORT

REPORT NO. 608

DATE 9/30/60 CENTRAL STATION CITY Boston, Mass.

PROSPECT'S NAME United Consumers Inc.

PROSPECT'S ADDRESS 120 Brookline Avenue, Boston

CLASS OF SERVICE WP NO. OF UNITS 2 6

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Call's Signal Service

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 660.00	$ None

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 280.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 6 hours

REMARKS

There has been stiff price resistance in handling this old General Alarm customer. As a result we have in the past lost an agreement for protection on a narcotic vault to Call's Signal Service. Any attempt to secure additional monies would have lost the entire account to Call's.

INSP. DIV. ETC.
DATE APR 18 1962
OF 02

E. F. Moynihan, Jr.
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

24

1653

CONTRACT DATA

1243

ALBERT DUPLAIN, INC.

305 Freeport Street

Dorchester, Mass.

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.

SYSTEM: NF

OCCUPATIONAL CODE NUMBER — DESCRIPTION: XXXX #161-AAB Bakery

PROPERTY VALUATION: BUILDINGS ONLY (THIEF ALARM SYSTEMS ONLY) $96,000.00; CONTENTS ONLY (THIEF AND BURGLAR ALARM SYSTEMS) $59,000.

SPECIAL BILLING INSTRUCTIONS:

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —

NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

OLD CONTRACT: AUDITOR'S NUMBER —; DATE OF CONTRACT —; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; DATE EFFECTIVE —; SERVICE WITH: —

DUN AND BRADSTREET'S RATING —

NUMBER OF CREDIT LETTERS ATTACHED —

PRESENT SUBSCRIBER PAID TO —

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

EXECUTIVE OFFICE USE

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
75.00	385.00	2	135.00	270.00
55.00	55.00			
	440.00			
	440.00			
		PLANT ESTIMATE (UNLESS REQUIRED FOR ADVANCE SERVICE CHARGE)		
	440.00	TOTAL MINIMUM BASIC CHARGE		270.00
	165.00	TOTAL AMOUNT RECEIVED		none
	275.00	DIFFERENCE (EXPLAIN BELOW)		270.00

INSP. BY PLT'F. DATE 2-5-1962 BY 14197

The above rates were the best obtainable, due to competitive ation. This contract approved by G.J.Simon, Asst.Secty. tter dated 12/29/59 file No. ASL. ations made prior to receipt of new price schedules tive 1/1/60.

A.P.A.Company 12/29/59

SALES REPRESENTATIVE DATE

RECEIVED JAN 5 1960 1:30 P.M.

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY 1/1/11

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

25

[fol. 2337]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: BOSTON WHARF COMPANY

STREET ADDRESS: 44-56 PITTSBURGH STREET

CITY AND STATE: BOSTON, MASSACHUSETTS

CENTRAL STATION SIGNALLING FOR: BOSTON, MASS.

SYSTEM: WF 061

OCCUPATIONAL CODE NUMBER: #429-3 Bed Lot Mfg

PROPERTY VALUATION: BUILDINGS ONLY 65 — STORE ALARM SYSTEM ONLY — CONTENTS ONLY 120 — *FIRE AND BURGLAR ALARM SYSTEMS

SPECIAL BILLING INSTRUCTIONS: Bills to 29 [illegible] Boston, Mass.

NEW CONTRACT		SERVICE		GSA CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE: 4 units use(d) to JBN 5292-57.01

INSP. BY PLTR DATE APR 25 BY 1387

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		315.00	5	130.00	650.00
4	48.00	192.00			
SUB-TOTAL		507.00			
WIRE FACILITY COST @ 30.00			PLANT ESTIMATE (WIRING REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY CO'T EXCESS OF 50%					
TOTAL MINIMUM BASIC CHARGE		507.00	TOTAL MINIMUM BASIC CHARGE		650.00
TOTAL AMOUNT RECEIVED		235.00	TOTAL AMOUNT RECEIVED		None
DIFFERENCE (EXPLAIN BELOW)		272.00	DIFFERENCE (EXPLAIN BELOW)		650.00

REMARKS

This contract was approved under letter from O.J.Simon, Asst. Secretary dated December 5, 1957, File A31. The AFA Coppany advises as follows: "We were given this contract at the price quoted by Call's Burglar Alarm Company."

ALSO ENTITLED TO COMMISSION CREDIT

A.F.A. Company 12/5/57
SALES REPRESENTATIVE — DATE

DATE RECEIVED IN CENTRAL STATION: DEC 12 1957

REMARKS

Subscriber insisted on cancellation clause.

DATE RECEIVED FROM CENTRAL STATION: 1

CONTRACT EXECUTED BY

R. T. Barnes 12/10/57
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO CENTRAL STATION

CONTRACT DATA

470
Z-2470

COLE-HERSEE COMPANY
18-24 OLD COLONY AVENUE
BOSTON, MASSACHUSETTS

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.
SYSTEM: SSKF
OCCUPATIONAL CODE NUMBER — DESCRIPTION: #139-1 Mfg. Elec. equipment

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT X
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER Z-285 / Z-285
DATE OF CONTRACT 8/4/54
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 548.00
DATE EFFECTIVE 10/1/54
SERVICE WITH: Above

PROPERTY VALUATION
BUILDINGS ONLY (STORE ALARM SYSTEMS ONLY) 72,000
CONTENTS ONLY (STORE AND SAFE/VAULT ALARM SYSTEMS) 72,000

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER: PAID TO 9/30/58

Annual Serv. Chgs. $ 548.00 To 332.00 Fr 216.00

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
		315.00	2	130.00	260.00
	15.00	528.00			
Annual Serv. Chgs.		$ 466.00 To 332.00 Fr 134.00			
		843.00			
Cost $ 80.00			PLANT ESTIMATE (UNDUE REQUIRED FOR ADVANCE SERVICE CHARGE)		
Basic Charge		843.00	TOTAL MINIMUM BASIC CHARGE		260.00
Secured		466.00	TOTAL AMOUNT SECURED		84.00
Deficit		377.00	DIFFERENCE (EXPLAIN DELAY)		176.00

EXECUTIVE OFFICE USE

INSP. BY PLANT
DATE
BY
14113

RECEIVED
EXEC. SALES DEPT.
OCT 20 1958
10 11 12 1 2 3 4 5 6 7 8 9

A Company advises as follows: "This renewal contract was
a reduced rate, due to the fact that the Competitor had offered
the same amount of protection, plus two additional units at
stallation and 25% less than our Annual Rate. The same condition
with the BA Contract, and Mr. Werner of ADT and I think both
at it was better to renew these contracts for a further five-
iod at 15% less rental than to take a chance to lose them
to our competitor. A.F.A. Company 10/16/58
SALES REPRESENTATIVE DATE

two additional units to be installed there is no additional
however, they agreed to pay us $84.00 for the installation.
ntract was approved by G. J. Simon, Assistant Secretary, in
ter of October 2, 1958, File A51.

RECEIVED BY: J. Danner 10/17/58
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1656

[Vol. 2339]

CONTRACT DATA

720

A-2

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: DI-AN CONTROLS, INC.

STREET ADDRESS: 940-44 Dorchester Avenue

CITY AND STATE: Boston, Massachusetts

CENTRAL DISTRICT TRANSMITTING FROM: BOSTON, MASS.

SYSTEM: SSHP

VOCATIONAL CODE SOURCE — SYSTEM: 139-A Electronic

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY)
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		385.00	8	135.00	1080.00
7	55.00	385.00			
SUB-TOTAL		770.00			
FIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		770.00	TOTAL MINIMUM BASIC CHARGE		1080.00
TOTAL AMOUNT SECURED		375.00	TOTAL AMOUNT SECURED		140.00
DIFFERENCE (EXPLAIN BELOW)		395.00	DIFFERENCE (EXPLAIN BELOW)		940.00

INSP. BY PLT
DATE APR 25
BY
14215

REMARKS "The insurance broker for this Subscriber said unless the job was figured on a competitive basis he would call in the competitor. The price obtained is somewhere the figure that would be quoted by them."

This is a reversed position contract with the AFA Company.

ALSO ENTITLED TO COMMISSION CREDIT * Charge to be established 25% of Orig. + O.V. & C.

AFA Company — SALES REPRESENTATIVE — 4/14/61 DATE

SALES DEPT. RECEIVED APR 27 A.M. 7 8 9 10 11 12 1 2 3 4 5 6

REMARKS This contract has been approved by G. J. Simon, Assistant Secretary in his letter dated April 14, 1961 File No. ASl.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — 4/21/61 DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSTALLATION

1657

CONTRACT DATA

12965

EVERETT AVE. AUTO PARTS CO.

70-74 Webster Avenue

Somerville 43, Mass.

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.

SYSTEM: BA-CKT

VOCATIONAL CODE NUMBER — DESCRIPTION: #38-B Auto Parts

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL GUILT: —
- PROPRIETARY: —
- NATIONAL ACCOUNT: —
- NEW YORK DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: B 87757.
- DATE OF CONTRACT: 8/19/47
- TERM OF CONTRACT: to 12/31/49
- ANNUAL SERVICE CHARGE: $ 336.00
- DATE EFFECTIVE: 10/24/47
- SERVICE WITH: the above

PROPERTY VALUATION
- BUILDINGS ONLY (STORE SALONS UPSTAIRS ONLY): $ —
- CONTENTS ONLY (STORE AND DOUBLE GLASS OFFICES): $250,000.

SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 11/30/59

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
		270.00			
	22.00	440.00			
	11.00	44.00			
Count 24 Sales Units For		Count 25 Photoelectric Beams			
		754.00			
none			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
		754.00	TOTAL MINIMUM BASIC CHARGE		
		336.00	TOTAL AMOUNT SECURED		
		418.00	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PL TF
DATE APR 25 1962
BY
14215

In order to keep the competition out of here, we taken this contract at the same rate for a one year , as we were unable to secure any increase. Sub- advises the correct name is as indicated in the ct. Unit count increased by one as the P.E.Beam is nted as 6 units in lieu of 5.

R.A.Rogers, Jr. 12/1/59
SALES REPRESENTATIVE

EXEC. STATUS DEPT.
RECEIVED
DEC 7 1959
A.M. P.M.

M ADT $.38
4.46
9.78

ISSUED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: R.T.Warner 12/3/59
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: 12/39

ISSUED FROM EXECUTIVE OFFICE — DATE CONTRACT RELEASED — DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1658

[fol. 2341]

CONTRACT DATA

A 1158

LOCATION OF SYSTEM

PROTECTOR'S NAME: HUB STANDARD METAL CO.

STREET ADDRESS: 66-74 Ceylon Street

CITY AND STATE: Dorchester, Massachusetts

CENTRAL STATION: BOSTON, MASS.

STUDIED: SOUTH

OCCUPATIONAL CODE: 174-4 Mfr. Metal

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	
RENEWAL, LESS SERVICE					

CONTINUITY VALIDATION

DOUBLE DUTIES ONLY
SPRINKLER SUPERVISORY SERVICE

CONTENTS ONLY
SPRINKLER AND SPECIAL EXTINGUISHING SYSTEMS

SPECIAL HAZARDS SUPERVISORY

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

CONSENT SUBSCRIBED, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		385.00	2	135.00	270.00
1		55.00			
1 RDT - 1 R.E.B.					
SUB-TOTAL		440.00			
WIRE FACILITY COST @			ESTIMATE (WHERE RECORDED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		440.00	TOTAL MINIMUM BASIC CHARGE		270.00
TOTAL AMOUNT SECURED		220.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW)		220.00	DIFFERENCE (EXPLAIN BELOW)		270.00

FR

INSP. BY P
DATE FOR 6
DY
1419

REMARKS: This is a reversed position contract with the AFA Company. ½ charge to be established 25% from SC.

Contract Agent's Remarks: The insurance at this location is carried by an Insurance agency which asks for competition on jobs which they insure. Therefore, a competitive quotation was made.

SALES SUBJECT TO COMMISSION CREDIT

A.F.A. Company — SALES REPRESENTATIVE — 10/23/61 DATE

REMARKS: This contract approved by E. A. Gaston, Assistant Secretary, in his letter dated 10/23/61.

DATE RECEIVED BY CENTRAL STATION: OCT 30 1961

DATE RECEIVED FROM CUSTOMER: 12 3 4 5 6 P.M.

CONTRACT EXECUTED BY: R. T. Warner — DISTRICT SALES MANAGER — 10/26/61 DATE

CONTRACT RECOMMENDED BY: _____ DISTRICT SALES MANAGER _____ DATE

CONTRACT APPROVED BY: GPS 11/6

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1659

CONTRACT DATA

B79392

ELIZABETH ARDEN SALES CORPORATION

& Newbury Street

Boston 16, Massachusetts

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.

SYSTEM: BA-DW

VOCATIONAL CODE NUMBER — DESCRIPTION: 7212-3 cosmetics and beauty parlor

PROPERTY VALUATION

BUILDINGS ONLY (OTHER ALARM SYSTEMS ONLY): $

CONTENTS ONLY (SAFE AND VAULT ALARM SYSTEMS): $250,000

SPECIAL BILLING INSTRUCTIONS: Monthly billings

SERVICE

CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK:
DISTRICT:

OLD CONTRACT

AUDITOR'S NUMBER: B-29891
DATE OF CONTRACT: 12/17/52
TERM OF CONTRACT: 5 yrs.
ANNUAL SERVICE CHARGE: $171.90
DATE EFFECTIVE: 1/7/53
SERVICE WITH: above

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO: 1/30/58

EXECUTIVE OFFICE USE

I want due @ proposed
eff 4/2/62. Jpt + 562-64
D-9478

INSP. BY PLTF.
DATE APR 2 5 1962
BY
13837

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		270.00			
	10.00	560.00			
		830.00			
PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)					
TOTAL MINIMUM BASIC CHARGE		830.00			
TOTAL AMOUNT SECURED		690.00			
DIFFERENCE (EXPLAIN BELOW)		140.00			

...greement increased $218.10, or approximately 46%. In view ...increase secured we have accepted the agreement for five years.

E. F. Moynihan, Jr. 5/21/58
SALES REPRESENTATIVE DATE

...approved copy of agreement to be returned to Mr. Carl W. ..., Elizabeth Arden Sales Corp., 3 East 54th Street, New York 2...

...roved copy of agreement to be returned to Miss Kathleen ..., Manageress at 2 Newbury Street, Boston 16, Mass.

RECEIVED
MAY 22 1958

Darner 5/21/58
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

37

1660

[fol. 2343]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: PARAMOUNT BEVERAGE COMPANY

STREET ADDRESS: 225 Elm Street

CITY AND STATE: Somerville, Massachusetts

BOSTON, MASS.

SYSTEM: BA-CKT

OCCUPATIONAL CODE NUMBER: 44-C Retail L

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: ____
- RENEWAL, INCREASED RATE: ____
- RENEWAL, ADDITIONAL SERVICE: ____
- RENEWAL, LESS SERVICE: ____

SERVICES
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY: ____
- NATIONAL ACCOUNT: ____
- NEW YORK DISTRICT: ____

OLD CONTRACT
- AUDITOR'S NUMBER: ____
- DATE OF CONTRACT: ____
- TERM OF CONTRACT: ____
- ANNUAL SERVICE CHARGE $: ____
- DATE EFFECTIVE: ____
- SERVICE WITH: ____

PROPERTY VALUATION
- DUPLICATED ONLY (OTHER ALARMS COVERED HERE): ____
- CONTENTS ONLY (OTHER ALARMS COVERED HERE): ____
- SPECIAL BILLING INSTRUCTIONS: ____

CREDIT REFERENCES: Whitehall Ltd
Granada Wines
U.S.Trust Co.

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: 3

PRESENT SUBSCRIBER PAID TO: ____

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		300.00	6	65.00	390.00
5	24.00	120.00			
SUB-TOTAL		420.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WIRES REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 30%					
TOTAL MINIMUM BASIC CHARGE		420.00	TOTAL MINIMUM BASIC CHARGE		390.00
TOTAL AMOUNT SECURED		294.00	TOTAL AMOUNT SECURED		195.00
DIFFERENCE (EITHER DEBIT)		126.00	DIFFERENCE (EITHER DEBIT)		195.00

Annex 16
10 270 646
5 on 12a
380

APP
DA
14985

REMARKS: Taken in competition with Call's Police Signal Corporation. Competition report No. 521 attached.

We recommend that this contract be accepted in view of the fact that we took same in competition.

EXEC. SALES
FEB 1 19

ALSO ENTITLED TO COMMISSION CREDIT: ____

E.A.Rogers 1/25/60
SALES REPRESENTATIVE DATE

REMARKS

CONTRACT EXECUTED BY: ____
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY: J.F.Warren 1/29/60
DISTRICT SALES MANAGER DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1661

42

CONTRACT DATA

B99905

SAMUEL DAVIS

117-A Hawthorne Street

Chelsea 50, Mass.

CENTRAL STATION MAINTAINED FROM: BOSTON, MASS.

SYSTEM: BA-CNT

VOCATIONAL CODE NUMBER — DESCRIPTION: #112-C Furrier

SERVICE
- CENTRAL STATION X
- DIRECT-CONNECTED —
- LOCAL GUILT —
- PROPRIETARY —

NATIONAL ACCOUNT
- NEW YORK —
- DISTRICT —

OLD CONTRACT
- AUDITOR'S NUMBER B 98626
- DATE OF CONTRACT 2/8/60
- TERM OF CONTRACT 5 YEARS
- ANNUAL SERVICE CHARGE Official R.S. 368.36 $ 168.36
- DATE EFFECTIVE 2/20/60
- SERVICE WITH: the above

PROPERTY VALUATIONS
- BUILDINGS ONLY (STATE BLOCK SYSTEM GRADE) $
- CONTENTS ONLY (STATE AND DOUBLE BLOCK SYSTEM) $36,500.00

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 2/29/60 on contract of 1956.

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		300.00			
~~12.00~~	~~22.00~~	~~264.00~~			
24.00		264.00			
		564.00			
		612.00			
		514.00	PLANT ESTIMATE (CHECK DECODED FOR ADVANCE SERVICE CHARGE)		
		612.00	TOTAL MINIMUM BASIC CHARGE		195
		368.36	TOTAL AMOUNT SECURED		195
		243.64	DIFFERENCE (EXPLAIN BELOW)		

This agreement decreased $100.00 for the protection discontinued under separate form 408 Job #5156-60, inasmuch as Call's Signal Service is attempting to secure business in this area. We have had this concern as a subscriber for approximately 30 days and we recommend the acceptance of this contract as protection and keep competition out of here.

EXECUTIVE OFFICE USE

INSPECTED DATE APR 1962 BY 14225

T.J.O'Toole,Jr. 3/9/60
SALES REPRESENTATIVE

RECEIVED
DATE RECEIVED BY CENTRAL SALES MANAGER
9 10 11 12 1 2 3 4 5 P.M.

ADT 8047
6/9/60
QB

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
R.T.Blarney 3/15/60
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
DATE

SIGNED FOR EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1662

[fol. 2345]

CONTRACT DATA

13-4203

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: TOWN OF BROOKLINE

STREET ADDRESS: Incinerator Lane

CITY AND STATE: Brookline, Massachusetts

CENTRAL STATION: BOSTON, Mass.

SYSTEM: 34-CNT

OCCUPANCY: 4112-1 Incinerator

PROPRIETARY VALUATION:

GUILLOTINE ONLY (CODE AND GONGLESS ALARM SYSTEM):

CONDUCTORS ONLY (CODE AND GONGLESS ALARM SYSTEM): X

SPECIAL BUILDING CONSTRUCTION: Note special clause on reverse side of c

NEW CONTRACT	SERVICE	OLD CONTRACT
NEW INSTALLATION ____	CENTRAL STATION X	ADDITION'S NUMBER B-24297
NEW TENANT ____	DIRECT-CONNECTED ____	DATE OF CONTRACT B-22634 4/10/52
SUPPLEMENTAL ____	LOCAL ONLY ____	TERM OF CONTRACT 5 yrs.
REMOVAL, SAME RATE ____	PROPRIETARY	ANNUAL SERVICE CHARGE $ 935.00
REMOVAL, INCREASED RATE X	NATIONAL ACCOUNT	DATE EFFECTIVE 9/25/52
REMOVAL, ADDITIONAL SERVICE ____	NEW YORK ____	SERVICE WITH: above
REMOVAL, LESS SERVICE	DISTRICT	

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 9/30/58

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00			
85	20.00	1700.00			
Sep.Alarm		48.00			
SUB-TOTAL		2018.00			
WIRE FACILITY COST @ 132.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		2018.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1403.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		615.00	DIFFERENCE (EXPLAIN BELOW)		

INS DAT APR 25 BY T5254

REMARKS: Agreement increased $168.00. Our competitor has recently established headquarters equipment for retransmission of fire alarm signals and is actively attempting to secure business in Brookline. Therefore, we felt it wise to lock this one up for five year period. Unit count increased 35 units due to computation of fenestra type protection, in accordance with 807 dated 8/19/57, copy of which is attached.

ALSO ENTITLED TO COMMISSION CREDIT

E. A. Rogers, Jr. 11/13/58
SALES REPRESENTATIVE DATE

EXEC. SALES DEPT. D 5 0 5 1 7 8

NOV 14 1958

REMARKS: Approved copy of agreement to be returned to:
Brookline Town Hall
Highway Department
Washington St., Brookline
Attention: Miss Lyons

CONTRACT EXECUTED BY: R. J. Harris 11/13/58
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY: NYAD-30 97 C-21 A0
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO CENTRAL OFF

CONTRACT DATA

K8593

E.M. FIELNE'S SONS CO.

496 Washington Street

Boston 8, Mass.

BOSTON, MASS.

SSVP

301-0 Dept.Store

PROPERTY VALUATION

BUILDING ONLY $3,000,000.

CONTENTS ONLY $2,500,000.

SERVICES: CENTRAL STATION X; DIRECT-CONNECTED; LOCAL ONLY; PROPRIETARY X; NATIONAL ACCOUNT; NEW YORK DISTRICT X

OLD CONTRACT Exempt-Gross

DATE OF CONTRACT

TERM OF CONTRACT 5 years

ANNUAL SERVICE CHARGE $ 64.27

DATE EFFECTIVE 9-16-54 5 [illegible]

SERVICE WITH the above firm

SPECIAL BILLING INSTRUCTIONS

* K-2116, K-3014, K-3743, K-5563. Exp. 5/1/55

Orig. Total Ann. Ch. 6412.89

Total Ann. Ch. 3363.45

This is a Dept.Store

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO see reverse side

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
		350.00			
	50.00	11650.00			
		12000.00			
			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		12000.00	TOTAL MINIMUM BASIC CHARGE		
		3363.57	TOTAL AMOUNT SECURED		
		8636.43	DIFFERENCE (EXPLAIN BELOW)		

Recommended 1/29/60

Approved is recommended. We may have special schedule for water, relatory, standard except the SSVP

This contract negotiated by R.T.Warner, D.S.M.

INCT. BY PLNT. APR 25 1960

DATE

BY

C-1200

CREDIT

N.Y.Schultz--N.Y.

W.F.Jennings 1/5/60

SALES REPRESENTATIVE DATE

The above substandard condition is the result of ing conditions at the time of absorption of General contracts with this subscriber.

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER 1/25/60 DATE

CONTRACT APPROVED BY

2/2/60

RETURNED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

C 2

1664

[fols. 2348-2349]

CONTRACT DATA

B-68015

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: W. W. WELCH, INC.

STREET ADDRESS: 20 REVERE BEACH PARKWAY

CITY AND STATE: MEDFORD 55, MASSACHUSETTS

CENTRAL STATION SUPERVISED FOR: BOSTON, MASS.

SYSTEM: BA-CEN

VOCATIONAL CODE NUMBER: #402-3 Trucking

NEW CONTRACT
- NEW INSTALLATION: —
- NEW TENANT: —
- SUPPLEMENTAL: —
- RENEWAL, BASIC RATE: —
- RENEWAL, INCREASED RATE: —
- RENEWAL, ADDITIONAL SERVICE: X
- RENEWAL, LESS SERVICE: —

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT: B-40078
- ADDITION'S NUMBER: B-8428
- DATE OF CONTRACT: 6/14/50
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 725.70
- DATE EFFECTIVE: 9/1/50
- SERVICE WITH: Above

PROPERTY PROTECTED
- BUILDINGS ONLY (TYPE CLASS RATED ENCL.): —
- CONTENTS ONLY (TYPE AND INCIDENTAL ALARM CONN.): —

SPECIAL BILLING INSTRUCTIONS: See clause 20 in ag... for payment of Adv... Service Charge.

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: _____

NUMBER OF CREDIT LETTERS ATTACHED: _____

PRESENT EXPERIENCE PAID TO: 3/31/57

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL — NUMBER OF UNITS	ANNUAL — PER UNIT	ANNUAL — AMOUNT	ADVANCE — NUMBER OF UNITS	ADVANCE — PER UNIT	ADVANCE — AMOUNT
1		270.00			
117	20.00	2340.00			
3 Sep. Alarms at	48.00	144.00			
SUB-TOTAL		2754.00			
WIRE FACILITY COST $ 108.00			PLANT ESTIMATE { UNLESS RECEIVED PRO ADVANCE / SERVICE CHARGE }		403.58
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		2734.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		985.00	TOTAL AMOUNT SECURED		205.00
DIFFERENCE (EXPLAIN BELOW)		1769.00	DIFFERENCE (EXPLAIN BELOW)		198.58

REMARKS: Sales Representative advises this subscriber was quoted by Call's Alarm on basis of $1500.00 yearly for both the BA and SSWF, with no charge to be made for installation. Total new revenue secured under this contract $262.30, which was absolutely the best obtainable. This account was originally taken from Call's and a concerted effort was made to regain the account. In view of the above, we recommend acceptance for a three-year period, as written.

ALSO ENTITLED TO COMMISSION CREDIT

Robert L. Haff 3/27/57
SALES REPRESENTATIVE — DATE

REMARKS: The Advance Service Charge secured was the best obtainable under the circumstances.
Subscriber requested that the Advance Service Charge be payable in monthly installments.

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: R. J. Barnes 4/2/57
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO HOME OFFICE

INSP. BY PUR... DATE 4/1/57 ... 1957

EXEC. CALL'S F... 3E1

DATE RECEIVED IN HOME OFFICE A.M. 7:1...

DATE RECEIVED FROM HOME OFFICE

1665

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 178
Buffalo, New York

No certification involved

B 89443

CONTRACT DATA

Morgan Linen Supply Inc.
325 Louisiana Street
Buffalo 4, New York

Central Station Maintained From: Buffalo, N.Y.
System: BA-DM 021
Vocational Code Number — Description: 261A-Laundry

SERVICE
- Central Station: X
- Direct-Connected:
- Local Only:
- Proprietary:

NATIONAL ACCOUNT
- New York:
- District:

OUR CONTRACT
- Auditor's Number: B39944
- Date of Contract: 3-24-54
- Term of Contract: 5 yrs.
- Annual Service Charge: $ 671.00
- Date Effective: 5-19-54
- Service With: above

Property Valuation
- Buildings Only (Fire Alarm System Only):
- Contents Only (Fire and Burglar Alarm Systems): 500,000.

Special Billing Instructions
Fire Service Only
697.80 - eff. 6-1-59
699.60 - " 6-1-60
726.40 - " 6-1-61
753.20 - " 6-1-62
780.00 - " 6-1-63

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 6-1-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	PER UNIT	AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	270.00	270.00			
3	22.00	66.00			
19	11.00	209.00			
1	51.00	51.00			
		596.00			
	40.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		596.00	TOTAL MINIMUM BASIC CHARGE		
		780.00	TOTAL AMOUNT SECURED		
		184.00	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PLTF.
DATE ADD'S MCH
BY
18781

Arbitrary increase secured to be consistant with increases on other services.
Subscriber insisted on escalator clause.
Approved contracts to be returned to subscriber.

4-28-59
SALES REPRESENTATIVE — DATE

DATE OBSERVED BY CENTRAL SALES MANAGER: MAY 8
DATE RECEIVED FROM GENERAL SALES MANAGER:

APPROVED BY: MAY 7 1959
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

2

1666

fols. 2353-2354]

no certification involved

CONTRACT DATA

RECEIVED MAY 1960

CITY SALES AND I. CLEARING

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Niagara Blower Co.

STREET ADDRESS: 673 Ontario Street

CITY AND STATE: Buffalo 5 New York

CENTRAL STATION HANDLING FROM: Buffalo, N.Y.

SYSTEM: BA-IN 021

VOCATIONAL CODE NUMBER: 207A-Air Conditioning

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	___	CENTRAL STATION	X	AUDITOR'S NUMBER	B63003
NEW TENANT	___	DIRECT-CONNECTED	___	DATE OF CONTRACT	10-3-56
SUPPLEMENTAL	___	LOCAL ONLY	___	TERM OF CONTRACT	5 yrs.
RENEWAL, SAME RATE	X	PROPRIETARY		ANNUAL SERVICE CHARGE	$ 2001.00
RENEWAL, INCREASED RATE	___	NATIONAL ACCOUNT		DATE EFFECTIVE	12-11-56
RENEWAL, ADDITIONAL SERVICE	___	NEW YORK	___	SERVICE WITH	Above
RENEWAL, LESS SERVICE		DISTRICT			

B-71856

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER, PAID TO: 7-1-60

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
27	24.00	648.00			
50	12.00	600.00			
3	56.00	168.00			
78P					
SUB-TOTAL		1716.00			
WIRE FACILITY COST $ 150.00			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1716.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		2001.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		285.00	DIFFERENCE (EXPLAIN BELOW)		

INCR. BY PLT. DATE APR 25 1960 BY 15805

REMARKS: excess retained from former agreement. Subscriber insisted both services be renewed to obtain common billing date.

ALSO ENTITLED TO COMMISSION CREDIT

SALES REPRESENTATIVE — DATE: 4-29-60

DATE RECEIVED BY GENERAL SALES OFFICE: MAY 5 1960

REMARKS

DATE RECEIVED FROM GENERAL SALES OFFICE: MAY 5 1960

CONTRACT EXECUTED BY: DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

1667

CONTRACT DATA

RECEIVED JAN - 9 1961 CITY SALES MGR. A. P. T. CLEVELAND

FORM 600 (5-59)

6 1356 6

Ehringer Division, The Durion Company Inc.

Eardpan Road

Town of Evans, New York

CENTRAL STATION MAINTAINED FROM: Buffalo, N.Y.

SYSTEM: 26-MISC 039

VOCATIONAL CODE NUMBER — DESCRIPTION: 295A-Brewing Equipment

	X	SERVICE: CENTRAL STATION	X
		DIRECT-CONNECTED	
		LOCAL ONLY	
		PROPRIETARY	
		NATIONAL ACCOUNT: NEW YORK DISTRICT	

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $200,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM) 400,000.

SPECIAL BILLING INSTRUCTIONS
billing address
P.O.Box 71
Angola, N.Y.

DUN AND BRADSTREET'S RATING: X
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL			ADVANCE	
MONTHS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
6	40.00	240.00	6	75.00	450.00
		240.00			
PLANT COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
10% BASIC CHARGE		240.00	TOTAL MINIMUM BASIC CHARGE		450.00
AMOUNT SECURED		316.00	TOTAL AMOUNT SECURED		545.00
(EXPLAIN BELOW)		76.00	DIFFERENCE (EXPLAIN BELOW)		95.00

EXECUTIVE OFFICE USE

INSP. BY PLTR DATE APR 25 1962 BY 15730

To apply to long distance from C.O.
Excess to apply to possible high cost of material.
Trans. Mailing List - Alfred W. Lossing, Mgr.
Approved copy of contract and 1 photostat to be returned to subscriber at P.O.Box 71, Angola, N.Y.

EK.

ADD TO COMMISSION CREDIT

SALES REPRESENTATIVE — DATE: 1-6-61

DATE RECEIVED BY GENERAL SALES MANAGER: FEB 3 1961

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: G J Jacks JAN 31 1961 — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: RS 2/16

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

7

1668

[fol. 2356]

CONTRACT DATA

RECEIVED SEP 12 1960 DIST. SALES MGR. A. D. T. CLEVELAND

K99

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: Allan Herschell Co.Inc.
STREET ADDRESS: 1165 Clinton Street
CITY AND STATE: Buffalo 10 New York

CENTRAL STATION: Buffalo, N.Y.
SYSTEM: SSNF 051
VOCATIONAL CODE NUMBER: 359A-Park Amusement

NEW CONTRACT
NEW INSTALLATION: X
NEW TENANT:
SUPPLEMENTAL:
RENEWAL, SAME RATE:
RENEWAL, INCREASED RATE:
RENEWAL, ADDITIONAL SERVICE:
RENEWAL, LESS SERVICE:

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:
NATIONAL ACCOUNT
NEW YORK:
DISTRICT:

OLD CONTRACT
AUDITOR'S NUMBER:
DATE OF CONTRACT:
TERM OF CONTRACT:
ANNUAL SERVICE CHARGE $:
DATE EFFECTIVE:
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 1,000.
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM): 500,000

SPECIAL BILLING INSTRUCTIONS: adv.svc.chg.billed 602-~~13~~ per yr. 493.co

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
at another location - - PRESENT SUBSCRIBER, PAID TO 10-1-60

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
K 1	385.00	385.00	15	135.00	2025.00
14	55.00	770.00	5% amortization chg.		101.25
SUB-TOTAL		1155.00			
BASIC FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
EXCESS FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1155.00	TOTAL MINIMUM BASIC CHARGE		2126.25
TOTAL AMOUNT SECURED		1245.00	TOTAL AMOUNT SECURED		2465.00
DIFFERENCE (EXPLAIN BELOW)		* 90.00	DIFFERENCE (EXPLAIN BELOW)		** 338.75

REMARKS *excess due to anticipated excess inspection & maintenance cost.
**excess due to long wire runs.

ISSD. BY OFFICE DATE APR 25 '62 BY 15684

ALSO ENTITLED TO COMMISSION CREDIT

D.L. Tubbs 9-9-60
SALES REPRESENTATIVE DATE

EK
DATE RECEIVED BY GENERAL SALES MANAGER

REMARKS *17 Ga. st. conductor (incl in number for 1 2 (4?) Border number 25 8/18 T-1- Armored cable, Teletype

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
G.M. Bader SEP 20 1960
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
10-7-60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1669

RECEIVED
JUL 20 1960

CONTRACT DATA

720690

A.F.I. CLAY

SYSTEM'S NAME: Cooperative Grange League Federation Exchange Inc. Seed Division
ADDRESS: 1096 Niagara Street
CITY: Buffalo 13, N.Y.

CENTRAL STATION MAINTAINED FROM: Buffalo, N.Y.
SYSTEM: AFA 011
VOCATIONAL CODE NUMBER — DESCRIPTION: 1433-Seeds

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:
- NATIONAL ACCOUNT:
- NEW YORK DISTRICT: X

OLD CONTRACT
- AUDITOR'S NUMBER: 14638 ✓
- DATE OF CONTRACT: 9-20-55
- TERM OF CONTRACT: to 10-1-60
- ANNUAL SERVICE CHARGE: $ 1321.71
- DATE EFFECTIVE: 2-1-56
- SERVICE WITH: Cooperative Grange League Federation Exchange Inc.-Wills Division

PROPERTY VALUATION
- BUILDINGS ONLY (BURG ALARM SYSTEMS ONLY): 400,000.
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 500,000.

SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER, PAID TO: 10-1-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL		ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	325.00	325.00			
	100.00	1000.00			
		1325.00			
			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		1325.00	TOTAL MINIMUM BASIC CHARGE		
		1676.00	TOTAL AMOUNT SECURED		
		* 351.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE APR 25 1962
BY 15721

apply to increased operating costs because of dust conditions this mill peculiar to this industry.

SUBMITTED CREDIT: [illegible]
SALES REPRESENTATIVE: [illegible] DATE: 7-19-60

DATE RECEIVED BY GENERAL SALES MANAGER:

DATE RECEIVED FROM GENERAL SALES MANAGER:

RECEIVED
JUL 22 1960

EXECUTED BY: [illegible] DISTRICT SALES MANAGER DATE: 7/21/60

CONTRACT RECOMMENDED BY: DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY: [illegible] DATE: 7/21/60

RECEIVED FROM EXECUTIVE OFFICE:

DATE CONTRACT RELEASED:

DATE CONTRACT SENT TO DISTRICT SALES MANAGER:

1670

[fol. 2358]

CONTRACT DATA

#4

K 129

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Lockport Felt Co.

STREET ADDRESS: Transit Road

CITY AND STATE: Newfane, New York

CENTRAL STATION: Buffalo, N.Y.

SYSTEM: ESWP 85L

LOCATION CODE NUMBER: 1466A-Felt

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		RATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 30

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM): 70

SPECIAL BILLING INSTRUCTIONS: adv.svc.chg. payable 210.45 per year in place

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00	7	135.00	945.00
6	55.00	330.00	5% amortization chg.		47.25
SUB-TOTAL		715.00			
WIDE FACILITY COST $			PLANT ESTIMATE (WORK REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIDE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		715.00	TOTAL MINIMUM BASIC CHARGE		992.25
TOTAL AMOUNT SECURED		940.00	TOTAL AMOUNT SECURED		1052.25
DIFFERENCE (EXPLAIN BELOW)		* 225.00	DIFFERENCE (EXPLAIN BELOW)		* 60.00

INSP. BY FIRE
DATE 12-18-61
BY

13796

REMARKS: *due to long distance from C.O.
Trans.Mailing List - C.F.Wellington,Purchasing Agent

Changes in agreement initialled by L.D.Carmer, Secretary.

ALSO ENTITLED TO COMMISSION CREDIT

David Parker 12-13-61
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES OFFICE: DEC 18 1961

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
C.S. Jacker DEC 16 1961
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY
12/15/61

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BUSINESS OFFICE

CONTRACT DATA

RECEIVED
OCT 3 1958

1172905

DIST. COMM. OFF. & SUPERV.

CENTRAL STATION MAINTAINED FROM: Buffalo, N.Y.

SYSTEM: BA-LT 821

VOCATIONAL CODE NUMBER — DESCRIPTION: 497A Cold Storage

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $300,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $200,000

SPECIAL BILLING INSTRUCTIONS

[illegible] National Terminal [illegible] & REFRIGERATING CORP. OF
197 Scott Street
Buffalo 4, New York

SERVICES
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

DUN AND BRADSTREET'S RATING X
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO Cleveland, Ohio

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE APR 23 1962
BY
15804

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
270.00	270.00	27	44	1188.00
20.00	520.00			
trol 48.00	48.00			
	838.00			
[illegible]		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
[illegible] COST EXCESS OF 10%				
[illegible] BASIC CHARGE	838.00	TOTAL MINIMUM BASIC CHARGE		1188.00
[illegible] SECURED	860.00	TOTAL AMOUNT SECURED		1295.00
[illegible]	+ 12.00	DIFFERENCE (EXPLAIN BELOW)		+107.00

Trans. Mailing List - Mr Ralph Butterfield Mgr.
[illegible] copy of contract to be sent to Cleveland Sales Representative
[illegible]ris for transmittal to subscriber.
[illegible] secured to apply against anticipated high maint. cost. ** Excess
[illegible] to cover long wire runs and excessive concrete mountings that
[illegible]ired. Photostatic copy of approved contracts requested to be
[illegible] to Mr. Ralph Butterfield Mgr. Change in name of Corp. changed
[illegible]scriber's promisis and initialed by Sub and myself.

[illegible]ris

SALES REPRESENTATIVE — DATE: 9-30-58

EXEC. SALES DEPT.
DATE RECEIVED BY GENERAL SALES MANAGER
OCT 6 1958

DATE RECEIVED FROM GENERAL SALES MANAGER

[illegible]CUTED BY
[illegible]Jacks
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

[illegible]EIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED
37

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1672

[fol. 2361]

CONTRACT DATA

No certification involved

L-19670

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Packaging Corporation of America

STREET ADDRESS: 85 Grand Street

CITY AND STATE: Lockport, New York

CENTRAL STATION HANDLING THIS: Buffalo, N.Y.

SYSTEM: BACKT 022

VOCATIONAL CODE NUMBER — CLASS: 389A-Paper & Paper Pr

NEW CONTRACT

NEW INSTALLATION	____
NEW TENANT	____
SUPPLEMENTAL	____
RENEWAL, SAME RATE	X
RENEWAL, INCREASED RATE	____
RENEWAL, ADDITIONAL SERVICE	____
RENEWAL, LESS SERVICE	____

SERVICE

CENTRAL STATION	X
DIRECT-CONNECTED	____
LOCAL ONLY	____
PROPRIETARY	
NATIONAL ACCOUNT	
NEW YORK DISTRICT	____

OLD CONTRACT

AUDITOR'S NUMBER	B16892
DATE OF CONTRACT	7-27-61
TERM OF CONTRACT	5 yrs.
ANNUAL SERVICE CHARGE	$ 840.00
DATE EFFECTIVE	pending
SERVICE WITH:	above

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 1,0

SPECIAL BILLING INSTRUCTIONS: adv.svc.chg.billed 19.76 per month

Jan el ± 2/

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	7	65.00	455.00
6	24.00	144.00	20	32.50	650.00
20	12.00	240.00			
1	56.00	56.00			
			5% amortization chg.		55.25
SUB-TOTAL		740.00			
PLANT FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
PLANT FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		740.00	TOTAL MINIMUM BASIC CHARGE		1160.25
TOTAL AMOUNT SECURED		840.00	TOTAL AMOUNT SECURED		1185.25
DIFFERENCE (EXPLAIN BELOW)		*100.00	DIFFERENCE (EXPLAIN BELOW)		* 25.00

271.

INSP. BY PLT.
DATE ADD'S SVC
BY
15819

REMARKS

*guess due to long distance from C.O.
2 approved copies of contract to be ret. to sub.
BA rewritten as part of M/S agreement.

ALSO ENTITLED TO COMMISSION CREDIT: H.J. Ingersoll

Don Parker — SALES REPRESENTATIVE — 10-23-61 DATE

DATE RECEIVED BY GENERAL SALES OFFICE: OCT 31

DATE RECEIVED FROM GENERAL SALES OFFICE: 11

REMARKS

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES

1673

CONTRACT DATA

#4

CENTRAL STATION MAINTAINED FROM: Buffalo, N.Y.
SYSTEM: SSWF 051
VOCATIONAL CODE NUMBER — DESCRIPTION: 492B RR shop

NAME: South Buffalo Railway Company
ADDRESS: 2558 Hamburg Turnpike
Lackawanna 18, New York

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:
NATIONAL ACCOUNT
NEW YORK:
DISTRICT:

OLD CONTRACT
AUDITOR'S NUMBER:
DATE OF CONTRACT:
TERM OF CONTRACT:
ANNUAL SERVICE CHARGE:
DATE EFFECTIVE:
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 750,000.00
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 250,000.00

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
Nielsen Steel Co. - - - PRESENT SUBSCRIBER, PAID TO: 1/1/62

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00	15	135.00	2025.00
55.00	770.00			
	1155.00			
	1155.00	TOTAL MINIMUM BASIC CHARGE		2025.00
	1275.00	TOTAL AMOUNT SECURED		2145.00
	+ 120.00	DIFFERENCE (EXPLAIN BELOW)		**120.00

PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }

EXECUTIVE OFFICE USE

- 3 units dwg Q 110
c/f 1/23/6 v J 125703 & 2
D-96296

RECEIVED BY PLT. ENG. APR 25 1962
W-4
15850

*to compensate for unusual operating procedures.
**to apply to anticipated cost of installation.

O/K for commission payment
JCV
6/12/61

R. L. Salter 5/27/61
SALES REPRESENTATIVE — DATE

ADD TO COMMISSION CREDIT

RECEIVED BY EXEC. SALES DEPT. MAY 23 1961

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Executed

RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — ASSTS. DISTRICT SALES MANAGER — DATE: MAY 19 19

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

-6-

fol. 2364

CONTRACT DATA

RECEIVED SEP 13 1961

DIST. SALES MGR. A. D. T. CLEVELAND

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Spencer Kellogg, Division of Textron Inc.

STREET ADDRESS: 4201 Genesee Street

CITY AND STATE: Cheektowaga (Buffalo) 25 New York

CENTRAL STATION MONITORED FROM: Buffalo, N.Y.

SYSTEM: MF 052

VOCATIONAL CODE NUMBER: 379A-Vegetable Oils

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM INSTALLED) $; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM) $

SPECIAL BILLING INSTRUCTIONS: See remarks regarding overpayment. GH.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	K10759
NEW TENANT	X	DIRECT-CONNECTED		DATE OF CONTRACT	1-27-61
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 YRS.
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$682.00
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	2-1-61
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	Spencer Kellogg & Sons
RENEWAL, LESS SERVICE					

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 2-1-62

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00			
1	55.00	55.00			
Plant Control 1	Sales Control 1				
Includes 2 Units For 1 Excess Pressure Pumps					
SUB-TOTAL		440.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED PER ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		440.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		682.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		* 242.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: *Excess retained from former agreement to prevent loss of revenue.

Trans. Mailing List - G.E.McElhany, Purchasing Agent

Textron Inc. purchased Spencer Kellogg & Sons and all assets, property and business has been transferred to Textron - see letter attached. Overpaid svc.chg. has been adjusted between parties concerned. No equity involved as new subscriber took over protection with no break in service. Subscriber insisted contract be written to January 27, 1966.

ALSO REMARKS FOR CONTRACT DEPT.

SALES REPRESENTATIVE — DATE: 9-12-61

REMARKS

DATE RECEIVED BY GENERAL SALES DEPT.

SEP 1961 P.M.

CONTRACT EXECUTED BY: SEP 14 1961

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSTALLATION

1675

CONTRACT DATA

FORM 400 (3-58)

7126.3.2

NAME	The Fleischmann Malting Co., A Division of Standard Brands Incorporated
ADDRESS	2212 Niagara Street
CITY	Buffalo 7 New York

CENTRAL STATION MAINTAINED FROM: Buffalo, N.Y.

SYSTEM: 63A-CAT 022

VOCATIONAL CODE NUMBER — DESCRIPTION: 141A-Milling

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 1,500,000.

SPECIAL BILLING INSTRUCTIONS:

X	

SERVICE
- CENTRAL STATION — X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY —

NATIONAL ACCOUNT
- NEW YORK DISTRICT — X

OLD CONTRACT
- AUDITOR'S NUMBER
- DATE OF CONTRACT
- TERM OF CONTRACT
- ANNUAL SERVICE CHARGE $
- DATE EFFECTIVE
- SERVICE WITH:

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	300.00	300.00	16	32.50	520.00
15	13.50	202.50			
1	56.00	56.00			
		558.50			
			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		558.50	TOTAL MINIMUM BASIC CHARGE		520.00
		659.75	TOTAL AMOUNT SECURED		780.00
		* 101.25	DIFFERENCE (EXPLAIN BELOW)		** 260.00

EXECUTIVE OFFICE USE

APR 5 1961
BY 15786

EXEC. SALES DEPT. RECEIVED APR 10 1961

DATE RECEIVED BY GENERAL SALES MANAGER: 7 8 9 10 11 12 1 2 3 4 5 6

DATE RECEIVED FROM GENERAL SALES MANAGER:

* due to dusty conditions
** due to long wire runs in conduit.
Installation rates used per direction of Natl.Accts. Repts.
Loss shown because of conditions.
Trans.Mailing List - Stephen Harausz, Plant Manager
An approved copy of contract and 1 photostat to be returned to
N.Y.Executive Accounts for transmittal.

SALES REPRESENTATIVE: [signature] DATE: 3-30-61

EXECUTIVE ACCOUNTS: APR 19 1961

EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY — DATE: 4/20/61

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1676

[fols. 2366-2367]

CONTRACT DATA

KD73

LOCATION OF SYSTEM	NORTHINGTON CORPORATION, COMPRESSOR AND ENGINE DIVISION
SUBSCRIBER'S NAME	[illegible]
STREET ADDRESS	46 Roberts Avenue
CITY AND STATE	Buffalo 6 New York

CENTRAL STATION — Buffalo, N.Y.
SYSTEM — SSWF 051
VOCATIONAL CODE — 295A-Compressors
PROPERTY VALUATION — BUILDINGS ONLY 2,5 (PRICE ALONE STATED) — CONTENTS ONLY 5,0 (PRICE AND REMOVABLE ITEMS)

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT	X	SERVICE WITH:	
RENEWAL, LESS SERVICE					

SPECIAL BILLING INSTRUCTIONS — show Folloiw P.O. — #F1898 covers add. eq. — #NF90037 covers

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00	135	135.00	18225.00
134	55.00	7370.00			
1 recorder		125.00			
T3L 1					
SUB-TOTAL		7880.00			
WIRE FACILITY COST $			recorder PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		2000.00
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		7880.00	TOTAL MINIMUM BASIC CHARGE		20225.00
TOTAL AMOUNT SECURED		7880.00	TOTAL AMOUNT SECURED		20375.00
DIFFERENCE (EXPLAIN BELOW)			DIFFERENCE (EXPLAIN BELOW)		* 150.00

EXECUTIVE OFFICE USE

INCR. DIV. PLT. DATE APR 23 BY [illegible]

Approval recommended [illegible]

REMARKS *to apply to long wire runs.
1 approved contract to be returned to J.E.Kidd,Div.Purchasing Mgr. P.O.Box 953, Buffalo 5,NY
Trans.Mailing List - Gordon Wilson,Plant Engineer

ALSO ENTITLED TO COMMISSION CREDIT

[illegible] 12-6-61
EXECUTIVE ASSISTANT — SALES REPRESENTATIVE — DATE

DATE RECEIVED BY CENTRAL SALES OFFICE

REMARKS JH7

DATE RECEIVED FROM GENERAL SALES OFFICE DEC 3

CONTRACT EXECUTED BY	CONTRACT RECOMMENDED BY	CONTRACT APPROVED BY
DISTRICT SALES MANAGER — DATE	[illegible] DISTRICT SALES MANAGER — DATE	[illegible]
CONTRACT RECEIVED FROM EXECUTIVE OFFICE	DATE CONTRACT RELEASED	DATE CONTRACT SENT TO SERVICE OFFICE
		approved list of Rec. 1/3/62 - 2 Rec. [illegible]

64

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 179
Chicago, Illinois

1677

[2368-2369]

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. ____

DATE 1/6/58 CENTRAL STATION CITY Chicago

PROSPECT'S NAME Scully Jones and Company

PROSPECT'S ADDRESS 1900-1901 W Rockwell & 2600 W. 19th St

CLASS OF SERVICE BA-SSWF-15-AFA NO. OF UNITS 116 BA 33 SS 6 F 0 15 A 1

JOB LOST ____ JOB SECURED yes

NAME OF COMPETITOR Central Watch Service.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 5721 50	$ 10.494

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4315 00	$ 5386 00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4218 00	$ 4946 00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30

REMARKS

Direct Competition. Above indicated competitor has complete SS&F Service in 2600 W. 19th St Building. We secured SF, 15, & BA Service in their two other Buildings including Main Plant. In the Building where competitor has SS&F Service we secured BA Service. Competition original for BA Service included 10 to 15% more BA Service than ADT secured Business on the Basis of Reputation, and having initiated the idea of Payroll Savings accomplished through watchman elimination and Adjustments in Plant's working Schedule.

RECEIVED
DATE APR 19 1962
BY 0515

W J Hillen
COMMERCIAL REPRESENTATIVE

Leslie S Shaw
COMMERCIAL SUPERINTENDENT

2. . . . . .

1678

[fols. 2370-2371]

COMPETITION REPORT

REPORT NO. ____

DATE 2/16/61 CENTRAL STATION CITY Chicago, Illinois

PROSPECT'S NAME Maling Brothers, Inc.

PROSPECT'S ADDRESS 1400 W. Wrightwood Avenue

CLASS OF SERVICE BA NO. OF UNITS 112(3 of which are

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR Central Watch Service

INSP. BY PLTF. DATE APP. BY

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2,984.00	$ 4,972.50

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1,464.00	$2,212.00	$1,464.00	$2,212.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4 days

REMARKS

As above indicated, the price secured on this deal is very sub-basic on account of competition. We were aware that they expected to quote on this deal, therefore our quotation was designed to come near their anticipated quotation. When the quotation received by the Subscriber, he called us for conference and clearly insisted that wanted to secure this business, we would have to meet their prices. We originally $2400.00 for advance and $2190.00 annual charge. To retain a valuable Subscriber of years, we had to accept or lose. It is very apparent that when CWS have the opportu to quote to one of our good Subscribers who are moving to a new location, they to lower their normal rates to secure the business. In connection with the vacate we feel that CWS are again causing trouble by indicating to Subscriber that they trying to tie them to a 5 year agreement. We definitely know that Subscriber signed year lease and from our past experience with Maling Brothers, we expect them to this new location for many years. Their quotation was based on exactly the same pr which called for 117 units. We were able to save the 5 unit difference by making changes. We had the privilege of seeing their letter of quotation, but Subscriber not release same, and the rates as shown above are exactly as appeared in CWS writ quotation which was signed by their sales Rep., L. Horn.

J.L. Cahail
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

Cpy to VP. 3-21-61

4. . . . .

1673

[2372-2373]

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. ____

DATE 8/14/58 CENTRAL STATION CITY Chicago North

PROSPECT'S NAME Saks Fifth Avenue

PROSPECT'S ADDRESS 9700 Skokie Highway - Skokie Ill.

CLASS OF SERVICE BA + APA NO. OF UNITS 2581 - 18 APA

JOB LOST ____ JOB SECURED 7/24/58

NAME OF COMPETITOR Central Water Permi

ENTERED PLTE. CARD APR 13 1962 By [illegible] 05298

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$783 BA	$1100 - BA
1689 APA	5940 - APA

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 500 - BA -	$ 500 - BA
1000 - APA	2600 - APA

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ BA not known	
726 -	1325 - APA

FBG ALARM

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 36 hours.

REMARKS

Final rates established by N.Y. Executive Dept. Our original quotation was at 75% of NBFU Annual and 5% of NBR for fee. We were called back and advised that our BA. was not low bid but our Fire Alarm was way out of line. We stressed upon the Industrial Eng. they apparently had not figured this and noted cases & codes which was required by the Underwriters. Job was secured in N.Y. after much negotiating. So far we have kept competition out of the shopping center.

COMMERCIAL REPRESENTATIVE

Tyler D Stearns

COMMERCIAL SUPERINTENDENT

6

1680

[fol. 2374]

COMPETITION REPORT

REPORT NO.

DATE June 13, 1961 CENTRAL STATION CITY Chicago

PROSPECT'S NAME Wallace Press, Inc.

PROSPECT'S ADDRESS 444 West Grand Ave.

CLASS OF SERVICE RA - SSWP NO. OF UNITS 66 - 86

JOB LOST JOB SECURED X

NAME OF COMPETITOR Kane

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$6828.00	$14,197.50

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$5216.00	$ 8400.00

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30

REMARKS

Subscriber is currently using watchmen from Kane. Kane recently opened a central station. Although no bid was given it was a constant threat. The above rates were negotiated and it is recommended this compromise be accepted.

INSP. BY PLTF. DATE APR 24 1962

C. A. Ketcham
SALES REPRESENTATIVE
DISTRICT SALES MANAGER

8

1681

[fol. 2375]

Form 701 (10-62)

COMPETITION REPORT

REPORT NO. _____

DATE 12/6/60 CENTRAL STATION CITY Chicago, Illinois

PROSPECT'S NAME Cramux Corporation

PROSPECT'S ADDRESS 1127 E. 76th Place

CLASS OF SERVICE AFA&BA NO. OF UNITS 7AFA &16BA

JOB LOST _____ JOB SECURED xxxxx

NAME OF COMPETITOR Central Watch Service

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ ~~1727.50~~ ~~2,950.00~~	$ 2,950.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1726.00	$ ------

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 15 hours

REMARKS

We were informed by insurance company, Bartholamew & Clarkson to figure the above. From our discussion with insurance people, they stated, Central Watch Service was also figuring on this job. Their recommendation to subscriber was either company would be acceptable to them. In our proposal, we submitted a contract without any fee - making compensation for installation in our annual rental. Subscriber had stated Central Watch was providing for two Photo Electric Beams, in addition to all the doors. We were unable to secure any information as to their (competitor) rates, although subscriber gave us a hint that it was a package deal. The contract secured was the very best to be had. Also, demonstration kit (AFA) was certainly a great help in securing this business. These people have been established in business for over fifty years, and is a leader in their field. We feel this contract will be a good one as subscriber will be with us for a very long time to come.

INSP BY PLTF
DATE APR 17 1962
BY
08277

W. A. Mazzo
COMMERCIAL REPRESENTATIVE

R. J. Hughstone
COMMERCIAL SUPERINTENDENT

1682

[fol. 2376]

COMPETITION REPORT

REPORT NO.

DATE 7-30-56 CENTRAL STATION CITY CHICAGO

PROSPECT'S NAME C. & J. AUTO PARTS CO.

PROSPECT'S ADDRESS 3236-40 ARCHER AVENUE

CLASS OF SERVICE BA NO. OF UNITS 10

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR C.W.S.

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 459.00	$ 400.00

INCR. BY PLT. DEPT. APR 19 1957 BY

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 379.00	$ 250.00	$ 312.00	14 units $ 290.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

REMARKS

After securing information from sub (in form of written letter) we changed our prices in order to secure this business. These people have a 10 year lease and personally, I do not feel that we should allow our competitor to have this business.

RECEIVED
AUG 1 1956
GNRL. SALES DEPT

J. L. Cahail
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

13

1665

[fol. 2377]

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. _____

DATE 11/6/59 CENTRAL STATION CITY Chicago, Illinois

PROSPECT'S NAME Chicago Mill & Lumber Company

PROSPECT'S ADDRESS 2660 Clybourn Avenue

CLASS OF SERVICE SSWF-BA-IS NO. OF UNITS 48-SSWF 4-IS 16-BA

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Central Watch Service

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	
SSWF - $2700.00	$	$	SSWF - $6432.00
BA - $ 534.00			BA - 365.50
IS - $ 144.00			IS - 292.00
TOTAL - $3378.00			TOTAL - $6989.50

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
Total-$2543.00	Total-$3973.00	$ see remarks	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED _____

REMARKS

During negotiations for this deal we were advised that CWS would quote. We were advised later on that our installation charge was approximately the same as CWS but we were approximately 5 to 10% higher on the annual service charge. We were able to overcome this difference. The clauses used on the agreement, particularly the cancellation clause was prompted by the competitor, also when their legal department noticed the clause, they insisted we go along with same. Copy of their attorneys letter attached.

This is a very important deal for our Company as part of the devices being installed are in the property of Cotter & Company with whom we are at present negotiating a multiple service agreement for approximately $5000.00 per annum (2 bldgs.). Should we lose the Chicago Mill deal it would naturally influence Cotter & Company to also give their business to CWS.

(OVER)

INCP. BY FLDS
DATE APR 19 1962
BY _____
ORIGINAL

J. L. CAHAIL
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERVISOR

REMARKS - CONTINUED

Another important thing is that the Chicago Mill have several branches around the U.S. We are now trying to secure some of this business.

In connection with cancellation clause - they own the buildings and have occupied same for 14 years and we were assured that they would not spend some $4000.00 to install a system and abandon such service the first year.

[fol. 2379]

Form 301 (10-52)

COMPETITION REPORT

REPORT NO. _____

DATE 7/5/58 CENTRAL STATION CITY CHICAGO, ILLINOIS

PROSPECT'S NAME R. P. GUMP CO.

PROSPECT'S ADDRESS 1317-31 South Cicero Avenue

CLASS OF SERVICE BA-SSWP-IP NO. OF UNITS 125

JOB LOST _____ JOB SECURED XXXXXX

NAME OF COMPETITOR Central Watch Service Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4036.00	$ 9,584.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4440.00	$ XXXXXX

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3600.00	$ XXXXXX

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

30 hours

REMARKS

When we originally submitted our proposal our cost was $5,343.00 and $4440.00 and subscriber was ready to go - however, competition presented itself into the picture and submitted a package deal to subscriber without any installation cost and $3600.00 per year - also they would furnish their own watchman for any emergency whatsoever at no extra cost. The Gump people are an old established company - about 60 years in the business and Mr. Williams happens to be President of the Cicero Chamber of Commerce and under the circumstances would no doubt pass on this information that ADT CWS was in the picture. There is good potential for automatic services in the Cicero area and Central Watch would probably sacrifice to get established in this area. We recommend acceptance of our contact as it was the best possible deal to be secured.

My Acct Cls. 4BC 6/15/60 JJM

APR 14 1959

05289

W. A. Mazzo
COMMERCIAL REPRESENTATIVE

Leyle B. Shearn
COMMERCIAL SUPERINTENDENT

[fol. 2380]

COMPETITION REPORT

REPORT NO.

DATE 1.30-57 CENTRAL STATION CITY North

PROSPECT'S NAME General Binding Corporation

PROSPECT'S ADDRESS Hobart Roadway, South of Grand Rd

CLASS OF SERVICE SS-WF-UP NO. OF UNITS 14

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Central West Service

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1005-	$1560-

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 790-	$ 876-	$ 700-	$ 600

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 36

REMARKS

Competitor offered 1 yr lease - Counter'd with 3 yr. Cust have no service in their new loc yet.

C J Jacker
COMMERCIAL REPRESENTATIVE

L B Shaw
COMMERCIAL SUPERINTENDENT

04131

13

1687

[fol. 22-1]

F. R.

Form 701 (10-50)

COMPETITION REPORT

(B) ?

DATE 4-24-56 CENTRAL STATION CITY Norch REPORT NO. 1

PROSPECT'S NAME PAY MASTER CORPORATION

PROSPECT'S ADDRESS 1801 WINNEMAC AVE

CLASS OF SERVICE WF-IP BA NO. OF UNITS 5-WF 2-IP 32-BA

JOB LOST ✓ JOB SECURED

NAME OF COMPETITOR CENTRAL WATCH SERVICE

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1232-	$1570-

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1100-	$500-

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$900-	$300-

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 32-

REMARKS

Realizing C.W.S. was in on this - Cut our prices to the bleeding point - in advance Competitors quote in few cases prospects. Didn't get a second crack at 'em. Damn it!

INSP. BY PLT. DATE Apr 25 1956 CHG. 03982

C. A. Jacks
COMMERCIAL REPRESENTATIVE

Leyle B. Shaw
COMMERCIAL SUPERINTENDENT

37

1688

[fol. 2382] Mr. Strauss

COMPETITION REPORT

REPORT NO. ____

DATE January 6, 1958 CENTRAL STATION CITY Chicago, Illinois

PROSPECT'S NAME Gold Bell Gift Stamps Cooperative Inc.

PROSPECT'S ADDRESS 3660-62 Irving Park Road, Chicago 18, Illinois

CLASS OF SERVICE BA NO. OF UNITS 23

JOB LOST No JOB SECURED Yes

NAME OF COMPETITOR CWS - Kedzie Patrol

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 711.00	$ 1,012.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 468.00	$ 634.00	$ See Remarks	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3 Hours

REMARKS

The above new account will open ten additional locations in the Chicago Area. We are presently negotiating for these. Our proposal was made on a competitive basis to secure this locati as well as the others. No costs are available on our competitors since we did not want to alert prospect of competitive situation in Chicago area.

This account presently uses our competitor, Michigan Still Alarm in Detroit, Michigan. We made our proposal competitive because of these factors.

INSP. BY PLTF.
DATE APR 10 1958
BY
05137

J.C. Donohue
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

48

CONTRACT DATA

K-3607

AMERICAN CAN COMPANY (71-a)

ST. CHARLES ROAD, 6th TO 9TH AVENUES

MAYWOOD, ILLINOIS

CENTRAL STATION MAINTAINED FROM: WEST

SYSTEM: SS WF 051

VOCATIONAL CODE NUMBER — DESCRIPTION: 323 A Containers

PROPERTY VALUATION

BUILDINGS ONLY (SPOKE ALARMS SYSTEMS ONLY) $

CONTENTS ONLY (SPOKE AND DOUBLAS ALARM SYSTEMS) 15,000,000.00

SPECIAL BILLING INSTRUCTIONS

SERVICE

CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY

NATIONAL ACCOUNT

NEW YORK DISTRICT X

OLD CONTRACT

AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		295.00	139	130.00	18070.00
	45.00	6210.00			
		6505.00			
COST $ 96.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
BASIC CHARGE		6505.00	TOTAL MINIMUM BASIC CHARGE		18070.00
SECURED		10021.70	TOTAL AMOUNT SECURED		
(EXPLAIN BELOW)		$ 3516.70	DIFFERENCE (EXPLAIN BELOW)		$ 18070.00

EXECUTIVE OFFICE USE

Annl C. Addl C.
10 @ 295.00 138 @ 130.00 = 17940.00
17788 6174.00 + 15% 2223.00
and 3496.46 17782 30
9965.46 Sup. 3496.46

INSTRUMENTE
APR 26 1962
BY 16719

& No fee was secured to cover installation, however charge, based on $110.00 per unit inasmuch as negotia- preceded increase, is covered in the annual charge rtized over a five year period plus 15% interest. @ $110.00=$15,290.00 or $3058.00 per annum plus 70 interest.) SUBSCRIBER REQUIRES TWO APPROVED COPIES NTRACT, PLEASE SUPPLY PHOTOSTAT IN ADDITION TO INAL CONTRACTS TO BE FORWARDED TO NEW YORK N/A

. Schultz C. R. Burns 11/7/56
SALES REPRESENTATIVE DATE

ME ACCOUNTS NOV 15 1956

EPT. FOR TRANSMITTAL.

Approval for Commitment [illegible] 11/14/56

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER NOV 13 1956 DATE

CONTRACT APPROVED BY
11/26/56

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER
Copy & Photo E/H
C.O.S. NOV 23 1956

49

1690

[Vol. 2384]

NEW YORK N/A

CONTRACT DATA

B9254

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: AMERICAN CAN COMPANY

STREET ADDRESS: 9th AVENUE & ST. CHARLES ROAD

CITY AND STATE: MAYWOOD, ILLINOIS

CENTRAL STATION ASSIGNED FROM: YARDS

SYSTEM: 2A DW 021

VOCATIONAL CODE NUMBER: 323-A CONTAINER

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK	X	SERVICE WITH	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION: BUILDINGS ONLY (SPRINKLER SYSTEM ONLY) $; CONTENTS ONLY (SPRINKLER AND BURGLAR ALARM SYSTEMS) 3,000

SPECIAL BILLING INSTRUCTIONS: Monthly Account. See below for t

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00			
27	12.50	337.50	27	22.50	607.50
29	25.00	725.00	30	45.00	1350.00
1 Ex. Control Set.	51.00	51.00			
57					
SUB-TOTAL		1383.50			
WIRE FACILITY COST $ 141.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		-			
TOTAL MINIMUM BASIC CHARGE		1383.50	TOTAL MINIMUM BASIC CHARGE		1957.50
TOTAL AMOUNT SECURED		1126.00	TOTAL AMOUNT SECURED		1330.00
DIFFERENCE (EXPLAIN BELOW) *		257.50	DIFFERENCE (EXPLAIN BELOW) **		627.50

INSP. BY PLT. DATE APR 26 19[illegible] BY 16724

REMARKS * Approximately 80% to forestall competition by (CWS). ** Approximately 70% to forestall (CWS) competition. Handled by New York Executive Accounts. We have secured a multiple service contract, which also includes IS and SS WF services. See separate forms. RETURN TWO APPROVED COPIES TO NEW YORK, EXECUTIVE ACCOUNTS FOR TRANSMITTAL.

ALSO ENTITLED TO COMMISSION CREDIT: H. B. Schultz (AKV)

R. E. Lavery, SALES REPRESENTATIVE — 8/10/59 DATE

DATE RECEIVED BY CENTRAL SALES OFFICE: RECEIVED AUG 1[illegible]

REMARKS: Fee in amount $3500.00 to be paid as follows:
½ upon completion of installation.
½ one year thereafter.

A.M. 7:15 P.M.

DATE RECEIVED BY DISTRICT SALES OFFICE: 8/12 3:19 P.M.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: Tyler D. Stevens — DISTRICT SALES MANAGER — AUG 13 1959 DATE

CONTRACT APPROVED BY: AKV 8/20

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

c/c

1951

[5-2286]

CONTRACT DATA

7/18861

CHICAGO AERIAL INDUSTRIES, KINTRONIC DIVISION

10134 PACIFIC AVENUE

FRANKLIN PARK, ILLINOIS

CENTRAL STATION MAINTAINED FROM: YARDS

SYSTEM: APA 011

VOCATIONAL CODE NUMBER — DESCRIPTION: 131-A Potentiometers, Transducers, Etc. for missiles.

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY): 40,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 60,000

SPECIAL BILLING INSTRUCTIONS: Fee upon completion. Quarterly Account.

Sup aca #21

SERVICE	
CENTRAL STATION	X
DIRECT-CONNECTED	
LOCAL ONLY	
PROPRIETARY	
NATIONAL ACCOUNT	
NEW YORK	
DISTRICT	
OLD CONTRACT	
AUDITOR'S NUMBER	
DATE OF CONTRACT	
TERM OF CONTRACT	
ANNUAL SERVICE CHARGE $	
DATE EFFECTIVE	
SERVICE WITH:	

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	300.00	300.00	1	364.00	364.00
		300.00			
PLANT COST @ 48.00			PLANT ESTIMATE {UNLESS DESIGNED FOR ADVANCE SERVICE CHARGE}		
PLANT COST EXCESS OF 10%		300.00	TOTAL MINIMUM BASIC CHARGE		364.00
MINIMUM BASIC CHARGE		202.00	TOTAL AMOUNT SECURED		218.00
AMOUNT SECURED		* 98.00	DIFFERENCE (EXPLAIN DELAY) *		146.00
(EXPLAIN DELAY)					

(Deficits due to competition (CWS, Certified, Kedzie, Suburban Patrol). We have secured a multiple service contract which also includes BA service - See separate forms. For further remarks see BA form 400.

Survey act of 3/4/59 6/1/60 JJM.

EXECUTIVE OFFICE USE

DY WX 17305
APR 26 1962

Approved recommended JJ Hoeven 4/4/59

QA

VOU 3-6 7-1

ENTITLED TO COMMISSION CREDIT

J. C. Donohue 3-26-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Recommended - After discussion with Mr. Hoeven, I talked on very good terms and very much favorable to open a Central Station Contract with this location. Will send agreement [May Brechbill] Stip. No. May Brechbill 4-6-59.

DESCRIBED BY — DATE

CONTRACT RECOMMENDED BY: Lyle B. Shaw APR 1 1959
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: W. H. Linnell 4/7

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1692

[fols. 2387-2389]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: COTTER & COMPANY

STREET ADDRESS: 2740-2752 CLYBOURN AVE.

CITY AND STATE: CHICAGO 14, ILLINOIS

CENTRAL STATION: NORTH

SYSTEM: SSW-052

OCCUPANCY CODE: 1923- Hardware

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION: BUILDINGS ONLY $; CONTENTS ONLY $

SPECIAL BUILDING INFORMATION

ACCOUNTING: QUARTERLY ACCTG

CREDIT REFERENCES: present service (UL) to be retained

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 11-1-61

See clse #20. for arrangement, terms of $3,500

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00	49	135.00	6615.00
48	55.00	2640.00			
SUB-TOTAL					
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		3025.00	TOTAL MINIMUM BASIC CHARGE		6615.00
TOTAL AMOUNT SECURED		2220.00	TOTAL AMOUNT SECURED		3978.00
DIFFERENCE (EXPLAIN BELOW) *		805.00	DIFFERENCE (EXPLAIN BELOW) *		2637.00

REMARKS

*Amounts secured best obtainable, due to extreme competition. A BA contract at approximately $2000.00 will be secured as soon as alterations are made. Subscriberx attorney insisted that clse #11 be changed to the 5 yr period. We have secured a multiple service contract which also covers IS service-See separate forms."MAIL APPROVED CONTRACT, INVOICES, CORRESPONDENCE, ETC, TO ATTN. MR. BEN MAZE.

- 9 mos. disc. on new installs
- Competition in area
- Approved after discussion with E'Brien

ALSO ENTITLED TO COMMISSION CREDIT

J.L. Cahail 8-17-60
SALES REPRESENTATIVE DATE

REMARKS

INCP. BY PLANT
DATE APR 9 & 1962
BY
17599

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER AUG 24 1960 DATE

CONTRACT APPROVED

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO CHGE

58

1695

CONTRACT DATA

B22244

GENERAL MOTORS CORPORATION, A DELAWARE CORPORATION, CADILLAC MOTOR CAR DIVISION
4029 WRIGHTWOOD AVENUE
CHICAGO 39, ILLINOIS

CENTRAL STATION MAINTAINED FROM: WEST
SYSTEM: BA DW 021
CLASSIFICATION CODE NUMBER — DESCRIPTION: 34- B Parts

SERVICE: X
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY —
NATIONAL ACCOUNT —
NEW YORK DISTRICT Det. X

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 300,000

SPECIAL BILLING INSTRUCTIONS: Fee upon completion.

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	270.00	270.00	4	22.50	90.00
	11.00	44.00	54 PE	55.00	2970.00
	22.00	1562.00	18	45.00	810.00
Set	51.00	51.00			
ount 76	Sales Count 7				
s 15	Units For 0	Photoelectric Beams			
		1927.00			
QUALITY COST @ 216.00			PLANT ESTIMATE {UNITS REQUIRED FOR ADVANCE SERVICE CHARGE}		
MINIMUM BASIC CHARGE		1927.00	TOTAL MINIMUM BASIC CHARGE		3870.00
AMOUNT SECURED		1656.00	TOTAL AMOUNT SECURED		2630.00
INCREASE (DECREASE) STATUS	*	271.00	DIFFERENCE (EXPLAIN BELOW)	*	1240.00

EXECUTIVE OFFICE USE

3 years Alarm & Sprinkler Agreement 6-15-59 to 6-15-62
D-7494

INCR. [illegible] SEP 26 1962
BY 18130

*Deficits to forestall competition. About 2 years ago were secured from our competitors, therefore, quoted rates to forestall any possible competition.

: SEND TWO (2) APPROVED CONTRACTS TO SUBSCRIBER @ N, HUSH ST., CHICAGO, ILLINOIS - ATTN: MR. C.R. UELSON, COMPTROLLER.

approved copy to Detroit Office - Attn: Mr. J. A. Summers

Summers — J. L. Cahail — 8-6-59
SALES REPRESENTATIVE — DATE

ACCOUNTING DEPT. NOTE: Send invoices to: 630 N. St., Chicago, Illinois - Attn: Mr. C. R. manuelson.

, all reports, etc. to be sent to Mr. Emanuelson.

RECEIVED AUG 10 1959

CONTRACT RECOMMENDED BY: Lyle D. Shaw AUG 7 1959
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: [signature] 8/11/59

DATE CONTRACT RELEASED

61

1694

[fol. 2391]

CONTRACT DATA

3

12-7191

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Globe Wholesale Co.

STREET ADDRESS: 812 W. Belmont Ave.

CITY AND STATE: Chicago 14, Illinois

CENTRAL STATION MANNING FILE: NORTH

SYSTEM: BA DW

OCCUPATIONAL CODE NUMBER: 383-B Notions

PROPERTY VALUATION: BUILDINGS ONLY (EXTRA ALARM SYSTEMS ONLY) $175,0

CONTENTS ONLY (EXTRA ALARM SYSTEMS ONLY)

SPECIAL BILLING INSTRUCTIONS: Fee Upon Comple Monthly Account

NEW CONTRACT		SERVICE		OLD CONTRACT TO BE VACATED:	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	B-42074
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	7/16/54
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 yr.
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$994.00
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	7/1/54
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	above, 1427-1429
RENEWAL, LESS SERVICE		DISTRICT		S. Halsted St.	

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO 7/1/57

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	42	44.00	1848.00
41	20.00	820.00			
SUB-TOTAL		1090.00			
WIRE FACILITY COST $ 72.00			PLANT ESTIMATES (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1090.00	TOTAL MINIMUM BASIC CHARGE		1848.00
TOTAL AMOUNT SECURED		1140.00	TOTAL AMOUNT SECURED	47%	616.00
DIFFERENCE (EXPLAIN BELOW)	*	50.00	DIFFERENCE (EXPLAIN BELOW)	**	1232.00

Conde

W/B R 1090.

Ch. L.G. 28336

137336

INSPECTION PLTF.
DATE APR 26 1957
BY WM

18500

Asst Mgr 4/29/57

1 Jewel 0 Mech
Instl 5 F71-57

REMARKS: **To forestall competition (C.W.S.). *To apply to deficit in fee.

EXEC. SALES DEPT.
RECEIVED
JUL 22 1957

ALSO ENTITLED TO COMMISSION CREDIT

7/15/57
SALES REPRESENTATIVE — DATE

J.C. Donohue

REMARKS: Approval is recommended as the charges obtained exceed over the 5 years terms the 80-40 limit permitted under competitive conditions. We will cover our installation charge in one year and then have a 4 year contract at better than 100% of Standard.

DATE RECEIVED OF GENERAL SALES MGR. 7/19/57

4

DATE RECEIVED FROM GENERAL SALES MGR.

[T. Young] Slip. No. 1

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY — DATE CONTRACT SENT TO SUPPLY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

62

CONTRACT DATA

K7564

GENERAL MOTORS CORPORATION, A DELAWARE CORPORATION, CADILLAC MOTOR CAR DIVISION
4013 WRIGHTWOOD AVENUE
CHICAGO 39, ILLINOIS

CENTRAL STATION MAINTAINED FROM: WEST
SYSTEM: SS MP 051
VOCATIONAL CODE NUMBER — DESCRIPTION: 34-B Parts

CONTRACT: X
INSTALLATION
CHANGE
CANCELLATION
ADDITIONAL SERVICE
LESS SERVICE

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK
DISTRICT: Det. X

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 250,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 300,000

SPECIAL BILLING INSTRUCTIONS
Fee upon completion.

AGENCY
DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NO. UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	350.00	350.00	9	134.00	1206.00
	50.00	400.00			
		750.00			
QUALITY COST @ 108.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
QUALITY COST EXCESS OF 16%					
MINIMUM BASIC CHARGE		750.00	TOTAL MINIMUM BASIC CHARGE		1206.00
AMOUNT SECURED		600.00	TOTAL AMOUNT SECURED		865.00
DEFICIT (EXPLAIN BELOW)	$	150.00	DIFFERENCE (EXPLAIN BELOW)	$	341.00

EXECUTIVE OFFICE USE

INVENTORY PLTS. DEC 26 1962 18133

*Deficits to forestall competition. About 2 years ago were secured from our competitors, therefore, quoted rates to forestall any possible competition. We secured a multiple service contract which also includes service - See separate forms. NOTE: SEND TWO (2) APPROVED CONTRACTS TO SUBSCRIBER @ 630 N. RUSH ST., CHICAGO, ILLINOIS ATTN: MR. C.R. EMANUELSON, COMPTROLLER. One copy of contract to Detroit Office - Attn: Mr. J. A. Summers

J. Le Carroll 8-6-59
SALES REPRESENTATIVE DATE

J. A. Summers.
ACCOUNTING DEPT. NOTE: Send invoices to: 630 N. Rush St. Chicago, Illinois - Attn: Mr. C. R. Emanuelson. All reports, etc. to be sent to Mr. Emanuelson.

EXPL. SALES DEPT.
DATE RECEIVED BY DETROIT SALES MANAGER
AUG 17 1959
A.M.
DATE RECEIVED FROM CENTRAL SALES MANAGER

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
Clyde B. Shaw AUG 7 1959
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
8/12

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1696

[fol. 2393]

CONTRACT DATA

B7675

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Harry Kooperman & Co.

STREET ADDRESS: 541-43 W. Roosevelt Road

CITY AND STATE: Chicago 7, Illinois

CENTRAL STATION: MAIN

SYSTEM: BA MISC

VOCATIONAL CODE: 73-E Men's

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT:
- SUPPLEMENTAL:
- RENEWAL, SAME RATE:
- RENEWAL, INCREASED RATE:
- RENEWAL, ADDITIONAL SERVICE:
- RENEWAL, LESS SERVICE:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT: TO BE VACATED
- AUDITOR'S NUMBER: B-21,728
- DATE OF CONTRACT: 7/18/52
- TERM OF CONTRACT: 5 yr. cl.
- ANNUAL SERVICE CHARGE: 527.00
- DATE EFFECTIVE: 8/1/52
- SERVICE WITH: 657-659 W. Roosevelt Rd.

PROPERTY VALUATION
- BUILDINGS ONLY (CUBE ABOVE GROUND):
- CONTENTS ONLY (CUBE AND SQUARE FEET):

SPECIAL BILLING INSTRUCTIONS: Monthly account. See below for adv. arrgts.

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 1/1/58

EXECUTIVE OFFICE

INSP. BY PLT DATE APR 26 '52 BY 1914?

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	12	44.00	528.00
26	20.00	520.00			
SUB-TOTAL		790.00			
WIRE FACILITY COST @ 108.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		1620.00
WIRE FACILITY COST EXCESS OF 10%		29.00			
TOTAL MINIMUM BASIC CHARGE		819.00	TOTAL MINIMUM BASIC CHARGE		2148.00
TOTAL AMOUNT SECURED		650.00	TOTAL AMOUNT SECURED		950.00
DIFFERENCE (EXPLAIN BELOW) *		169.00	DIFFERENCE (EXPLAIN BELOW)		1198.00

REMARKS: *Deficits due to competition (CWS).
* Adv.ser.chr. payable as follows:
6 monthly installments of $158.33 each - the 1st installment to be paid upon completion of work and succeeding installments to be paid on 1st day of each succeeding month until full amount is paid. In event of default in any installment at the time it becomes due entire amount unpaid shall immediately become due.

ALSO ENTITLED TO COMMISSION CREDIT

G. J. Kiesler 2/17/58
SALES REPRESENTATIVE DATE

Approved [illegible]

FEB 19 1958 A.M.

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER FEB 18 1958 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO EXECUTIVE OFFICE

1637

CONTRACT DATA

B83142

National Chemical & Manufacturing Company
3601 So. May St.
Chicago 9, Illinois

CENTRAL STATION MAINTAINED FROM: YARDS
SYSTEM: BA DW 021
VOCATIONAL CODE NUMBER — DESCRIPTION: 61-A Chem. & Paints

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT
OLD CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ 625,000.00; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS: Quarterly account. See below for adv. fee arrgts.

Pres.sub.
, N. J.
nt account.

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
270.00	270.00	12	55.00	660.00
20.00	1280.00	53	44.00	2332.00
48.00	192.00			
44 Sales Count 45				
Units For 2 Photo-electric Beams				
	1742.00			
240.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	66.00			
	1808.00	TOTAL MINIMUM BASIC CHARGE		2992.00
	1447.00	TOTAL AMOUNT SECURED **		1796.00
	361.00	DIFFERENCE (EXPLAIN BELOW) *		1196.00

EXECUTIVE OFFICE USE

Adv'lc
Rec 399.-
+ 15% 441.-
3440.

INSP. BY PLT.
DATE OCT 1982
BY
19758

ficits to forestall competition. We have secured iple service contract which also covers AFA and vices - see separate forms. NOTE: Send all bills attn. Mr. Domenici-Treas. NOTE OPER. DEPT. t Mr. Hertz regarding pass cards etc. tor clause deleted at subscriber's insistence.

Boyle — S. E. Dutko 10/8/58 (SALES REPRESENTATIVE, DATE)

EXEC. SALES DEPT.
RECEIVED
OCT 15 1958

v.ser.chg. payable as follows: $254.00 upon completion ceeding installments of $249.00 to be paid on the 1st each succeeding quarter until full amt. is paid. nt of default in payment at time it becomes due the amt. unpaid shall immediately become due.

CONTRACT RECOMMENDED BY: Leslie K. Stevens, DISTRICT SALES MANAGER, OCT 13 1958
CONTRACT APPROVED BY: T. Young
DISTRICT SALES MANAGER — DATE
RECEIVED FROM EXECUTIVE OFFICE
DATE CONTRACT RELEASED
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1638

J. 2395]

CONTRACT DATA

89036

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: STEINBERG-BAUM BUILDING

STREET ADDRESS: 3231 N. CICERO AVENUE

CITY AND STATE: CHICAGO 41, ILLINOIS

CENTRAL STATION: NORTH

SYSTEM: BA MISC 029

LOCATIONAL CODE: 134-C Gen. Mdse.

PROPERTY VALUATION: BUILDINGS ONLY $ & MERC.

CONTENTS ONLY $500,00

SPECIAL BILLING INSTRUCTIONS: See below for ins fee arrangement Monthly account Sec C/ #18

EXECUTIVE OFFICE USE

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT:
- SUPPLEMENTAL:
- RENEWAL, SAME RATE:
- RENEWAL, INCREASED RATE:
- RENEWAL, ADDITIONAL SERVICE:
- RENEWAL, LESS SERVICE:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT: TO BE VACATED
- AUDITOR'S NUMBER: B-50665
- DATE OF CONTRACT: 6-14-56
- TERM OF CONTRACT: 5 yrs.
- ANNUAL SERVICE CHARGE: $591.00
- DATE EFFECTIVE: 7-13-56
- SERVICE WITH: Steinberg-Baum Co.-3311 W. Montrose Ave.

CREDIT REFERENCES: Present sub. at 3319 N. Cicero Ave. to be retained. Acct.pd.to 6/1/58

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 6-1-58

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	5	44.00	220.00
49	20.00	980.00			
SUB-TOTAL		1250.00			
FIRE FACILITY COST $ 126.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		4250.00
FIRE FACILITY COST EXCESS OF 10%		1.00			
TOTAL MINIMUM BASIC CHARGE		1251.00	TOTAL MINIMUM BASIC CHARGE		4470.00
TOTAL AMOUNT SECURED		1073.00	TOTAL AMOUNT SECURED		2300.00
DIFFERENCE (EXPLAIN BELOW) *		178.00	DIFFERENCE (EXPLAIN BELOW) *		2170.00

REMARKS: *Deficits due to competition (CWS). Advance Service charge in amount $2300.00 payable upon signing of the agreement shall be paid in installments of $38.34; the first installment to be paid upon completion of the work and succeeding installments to be paid on the first day of each succeeding month until the full amount is paid. In event of default in payment of any installment at the time it becomes due, the entire amount unpaid shall immediately become due and payable.

ALSO ENTITLED TO COMMISSION CREDIT

J. C. Donohue 6-9-58
SALES REPRESENTATIVE — DATE

NEW BY/LTF 6 27 58 DATE 21019

Approval is required

EXEC. SALES MGR.

DATE RECEIVED IN CENTRAL SALES OFFICE: JUN 18 1958 A.M.

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — JUN 17 1958 — DATE

CONTRACT APPROVED BY 6/24

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES OFFICE

CONTRACT DATA

WEBCOR INC.

2431 NORTH WOLCOTT AVENUE

CHICAGO 14, ILLINOIS — TO BE VACATED

CENTRAL STATION MAINTAINED FROM: WEST

SYSTEM: BA DW 021

VOCATIONAL CODE NUMBER — DESCRIPTION: 134-B Elec. Appl.

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 200,000

SPECIAL BILLING INSTRUCTIONS: Fee upon completion. Quarterly Account.

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT: K-5914
AUDITOR'S NUMBER: B-81150
DATE OF CONTRACT: 7-18-58
TERM OF CONTRACT: 5 Yr. ol.
ANNUAL SERVICE CHARGE: $1333.00
DATE EFFECTIVE: 7-20-58
SERVICE WITH: Joliet Ave. & Route 66, Mc Cook, Ill.

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 5-1-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
270.00	270.00	169	44.00	7436.00
22.00	3696.00			
51.00	102.00			
	4068.00			
351.00				
	4068.00	TOTAL MINIMUM BASIC CHARGE		7436.00
	3200.00	TOTAL AMOUNT SECURED		4750.00
	$ 868.00	DIFFERENCE (EXPLAIN BELOW)		2686.00

PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }

EXECUTIVE OFFICE USE

INSPECTED DATE APR 1962 BY 21587

Deficits to forestall competition. We felt we not afford to loose this valuable account to another [illegible]. NOTE: SEND TWO (2) APPROVED CONTRACTS, INVOICES, CORRESPONDENCE, ETC. TO SUBSCRIBER @ 5610 WEST [illegible]DALE, CHICAGO 39, ILLINOIS - ATTN: MR. EDW. J. [illegible] VICE PRESIDENT.

Approval recommended A. J. Hathaway 4-23-59

J. L. Cahail — 4-23-59
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER: APR 29 1959 A.M. P.M.

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
Lyle D. Starr — APR 27 1959
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY
4/30

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

84

1700

[fol. 2398]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 180
Cincinnati, Ohio

COMPETITION REPORT

REPORT NO. 206

DATE 3-25-60 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME TRAILMOBILE, INC.

PROSPECT'S ADDRESS 31st & Robertson and 2950 Robertson Ave., Cincinnati 6, O.

CLASS OF SERVICE WUFA 1 - 39 S&F - 96 3/5 units NO. OF UNITS 135 3/5

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Walnut Hills District Telegraph

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 8577.00	$ 10,586.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 5736.	$ None	$ Unknown	$ Unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 60 hours

REMARKS

Trailmobile, Inc., present WUFA subscriber purchased adjaining property from Allis-Chalmers. Solicited by WUTC when announced in paper. We have quoted to Trailmobile several times for S&F service. When they took over Allis-Chalmers it became necessary to increase guard force or supervise. WUTC quoted on complete service as above. Due to their extremely low quotations on other jobs, we quoted 67% of MSR on service charge with no ASC per authority of Mr. A. S. Jack, District Sales Manager. Unable to learn what their quotation was, but it was much lower than we secured over 5 year term. Subscriber decided on ADT after

(over)

D. M. Cates
SALES REPRESENTATIVE

A. S. Jack
DISTRICT SALES MANAGER

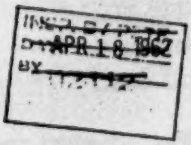
FILED
DATE APR 18 1960
BY

[illegible 2209-2400]

Remarks--Continued

visiting our office and WHDT and stated that they feel ADT is in better position to render this service because of better facilities and equipment.

DMG



1702

[fols. 2401-2403]

COMPETITION REPORT

REPORT NO. 493

DATE 11-1-51 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME SCHAUER MANUFACTURING CORP.

PROSPECT'S ADDRESS 4500 Alpine Avenue Cincinnati 42, Ohio

CLASS OF SERVICE SSW Pl-Ct. IS- Misc. NO. OF UNITS 8 - SSW 15 - Pl-Ct. 4 - IS-Misc.

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Walnut Hills District Telegraph Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1454.00	$ 1960.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1060.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ Unknown	$ Unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 40 hours (began working this 11-1-51)

REMARKS

We have been working on this account for 10 years. We originally proposed 3Pl but Sub. is now having a sprinkler system installed.

Sub. advised us some time ago that our costs were considerably higher than our competitor's. We submitted revised proposal at no installation and 75% of annual SSW which is still quite a bit higher than our competitors' quote.

INSP. BY PLTF. DATE APR 19 1962 BY 08897

A. J. Palestrino
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

4

Vol. 2404

FORM 701 [illegible]

COMPETITION REPORT

REPORT NO. 216

DATE 5-2-60 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME Gene Jenkins

PROSPECT'S ADDRESS Milford Shopping Center, Route 50, Milford, Ohio

CLASS OF SERVICE [illegible] NO. OF UNITS 6

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Walnut Hills District Telegraph

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 702.00	$ 235.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 100.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 37.00 month	$ 117.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 9

REMARKS

Gate Theatre is a subscriber in seven locations in Cincinnati and Middletown, Ohio. WHW has been trying to get in on this account and quoted for the above. They gave us this job because they are convinced we can give them better service than WHW.

We will be able with no [illegible] to prevent them getting into this account.

APR 6 1960

D. M. Yates D. M. Yates
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1704

[fol. 2405]

RECEIVED
MAY 21 1958
DIST. COMM. SUPT. A.D.T. CO.

COMPETITION REPORT REPORT NO. 92

DATE May 21, 1958 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME THE MC ALPIN COMPANY

PROSPECT'S ADDRESS 13-25 West Fourth Street, Cincinnati 2, Ohio

CLASS OF SERVICE BA & SS&MF NO. OF UNITS BA-25 SS&MF-19

JOB LOST JOB SECURED X

NAME OF COMPETITOR A. B. Alarm Company

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ 846.00 BA	$ 1162.00 BA
	1371.00 SS	2470.00 SS
Total	2217.00	3632.00

ADT QUOTATION				COMPETITOR'S QUOTATION	
	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE		ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ 495.00 BA	$ 440.00 BA		$ 450.00 BA	$ 400.00
	1059.00 SS	1404.00 SS		Unknown SS	Unknown
Total	1554.00	1844.00			

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 16

REMARKS

This company uses ADT Waterflow Only Service , paying $430.00 for 4 units in their uptown store. In two Shopping Center Stores they use A. B. Alarm BA Service, which we lost due to much lower prices. They decided to eliminate watchmen in the uptown store, and asked us to quote on Complete SS&MF, consisting of 19 additional units. We knew they were getting a quotation from A. B., but since we were already in with AB, we cut approximately 60 - 80% to keep in line with A. B.'s quotation on SS Service. Subscriber stated our prices were too high on BA, and was reluctant to let us quote. He did agree to it and we quoted on 15 units of BA, cutting to $495.00 service charge and $440.00 advance service charge. Upon submitting the BA, Subscriber told me that AB was quoting on the equivalent to 25 ADT units @ $450.00 service charge and $430.00 advance service charge, and unless we come down to competitor's price with the same protection, would give it to AB. since he was satisfied with their service in the Shopping Center Stores. I told him that we would give the same protection as AB for charges of $495.00 service charge and $440.00 advance service charge - subject to my company's approval. We realize this is a ridiculous BA contract, but to keep AB from getting into this large downtown store, it is recommended this be accepted.

INSP. BY SALES
DATE APR 19 '62
BY
05372

D. M. Gates
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[Fol. 2406]

FORM 701 (8-56)

COMPETITION REPORT

REPORT NO. 212

DATE 4-12-60 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME MOSKOWITZ BROS.

PROSPECT'S ADDRESS 5300 Vine Street, Cincinnati 17, (St. Bernard), Ohio

CLASS OF SERVICE AFA NO. OF UNITS 7

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Walnut Hills District Telegraph — A.B. Alarm

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 925.00	$ 394.35 To extend service

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 450.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ WHDT—A.B. Unknown 288.00 year	$ WHDT—A.B. Unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 14

REMARKS

Moskowitz Bros., a present subscriber, purchased property from Griffin Wheel. Their insurance carrier, Max Bernstein, advised them to secure a competitive price from A.B. Alarm and WHDT. Subscriber showed me WHDT quotation of service charge in amount of $288.00 per year. Would not permit me to see ASC. After much haggling, agreed to $450 providing we make eligible for insurance credits.

D. M. Gates
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

INSPECTED
DATE APR 19 1960
BY
02424

1706

[fol. 2407]

COMPETITION REPORT

REPORT NO. 259

DATE 10-21-60 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME THE FUTTERMAN CORPORATION

PROSPECT'S ADDRESS N.W. Corner Eighth and Sycamore Streets, Cincinnati 2, O.

CLASS OF SERVICE WR-WU, SSHF NO. OF UNITS 1 WR-WU 5 SSHF

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Walnut Hills District Telegraph Co.

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$895.00	$ None

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$300.00	$ None

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 164.00	$ 200.00 or

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10 hours

REMARKS

This is an office building managed by Mr. Emanuel Marks who has always given us a hard time and more so now that Walnut Hills has submitted a proposal. We have been negotiating for this agreement for several months. In fact Mr. Marks called our office back in May of this year wanting to cancel our contracts but we advised him that the contracts had until November to run. Letters regarding this negotiation were written to Mr. Jacks on July 22nd and July 26th.

We finally succeeded in getting Mr. Marks to show us a corner of Walnut Hills' proposal which quoted $22.00 per month. This is an office building in downtown

(over)

A. Balestrieri
SALES REPRESENTATIVE

W. C. Martin
DISTRICT SALES MANAGER

23

[Col 2408]

REMARKS (Continued)

Cincinnati and although the price of $300 is ridiculously low, we do not feel that it would be wise to let it go to our competitor.

We also have SSWF and WR-NW services at Security Realty Building managed by Mr. Marks which comes up for renewal next month and if we let this go, then we will also lose the Security Realty Building contracts.

Subscriber also insisted upon a 30 day cancellation clause as offered to them by our competitor. We were successful, however, in extending this to a one year cancellation clause.

AJB

INSP. BY PLTF.
DATE
BY
APR 18 1962

[fol. 2409]

COMPETITION REPORT

REPORT NO. 121

DATE 1-20-60 CENTRAL STATION CITY Cincinnati, Ohio

PROSPECT'S NAME THE H & S FOOD CONTAIN

PROSPECT'S ADDRESS Tri-County Shopping Center, Kemper & Springfield Roads Cincinnati (Springdale), Ohio

CLASS OF SERVICE SSWF TS-Misc. BA-Cir. NO. OF UNITS 12-SSWF 3-TS-Misc.

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Walnut Hills District Telegraph Company

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1618.00	$2865.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$840.00	$1270.00	See Remarks	See Remarks

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10 hours

REMARKS

Prices submitted before receipt of price increase. Also subscriber to furnish and install conduit and pull our wires. Walnut Hills prices were quoted as follows:

	ADVANCE	ANNUAL
SSWF and TS	$666.	$37.50 month
Room Temperature	70.	1.00 month
Circuit BA	340.	24.00 month
Safe Protection	42.	1.00 month
	$1118.	$63.50 month

These prices were shown to me with the admonition that if I ever told anyone, I should never put foot in his office again. He would not permit me to have a

(over)

INSPECTED DATE
DATE MAR 12 1962
BY

A. A. Palestrino
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

29

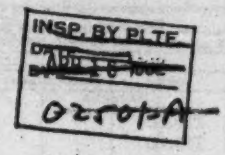
[fol. 2410]

copy of their proposal made.

We tried to secure $1270 installation and $910 annual, but Mr. Henne, General Operating Superintendent, insisted that we come closer to our competitor's prices as his superiors had instructed him to take the lowest bid.

This is a new shopping center and to have lost this job would not be a healthy situation.

A. A. Balestrino



1710

[fols. 2411-2412]

CONTRACT DATA

3-A PREMISES NOW IN FORCE

LOCATION OF SYSTEM: Cincinnati, Ohio

SUBSCRIBER'S NAME: ADLER & POLLOCK

STREET ADDRESS: 815 Walnut Street

CITY AND STATE: Cincinnati 2, Ohio

SYSTEM: RA-DW

VOCATIONAL CODE NUMBER: 472-B Cigars

NEW CONTRACT
- NEW INSTALLATION: ____
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: X
- RENEWAL, INCREASED RATE: ____
- RENEWAL, ADDITIONAL SERVICE: ____
- RENEWAL, LESS SERVICE: ____

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY

NATIONAL ACCOUNT
- NEW YORK DISTRICT: ____

OLD CONTRACT
- AUDITOR'S NUMBER: R-42515
- DATE OF CONTRACT: 7-30-54
- TERM OF CONTRACT: 5 yrs.
- ANNUAL SERVICE CHARGE: $ 473.00
- DATE EFFECTIVE: 1-1-55
- SERVICE WITH: Above

PROPERTY VALIDATION
- BUILDINGS ONLY (ZONE ALARM BOXES ONLY): ____
- CONTENTS ONLY (ZONE AND CENTRAL OFFICE EQUIP.): ____

SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 12-31-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL			ADVANCE		
ITEM	NO. OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	1	270.	270.00			
	15	22.	330.00			
SUB-TOTAL			600.00			
WIRE FACILITY COST @ ____				PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%						
TOTAL MINIMUM BASIC CHARGE			600.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED			473.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)			127.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: *Subscriber very unhappy over our continual increases and high cost. He flatly stated that he did not want to call in our competitor but he would do so unless we kept the same rate and to the expiration of his lease which is 12-31-63. Rather than have competition come in and be forced to reduce our price, we secured the agreement at the same rate for four years, and recommend that this be accepted as written.

ALSO ENTITLED TO COMMISSION CREDIT: ____

A. A. Balestrino 11-25-59
SALES REPRESENTATIVE — DATE

REMARKS: ____

INSP. BY R... APR 27 ... BY ____

DEC 1 1959

CONTRACT EXECUTED BY: ____ DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: [signature] DISTRICT SALES MANAGER — NOV 30 1959 DATE

CONTRACT APPROVED BY: [signature]

CONTRACT RECEIVED FROM EXECUTIVE OFFICE: ____

DATE CONTRACT RELEASED: ____

DATE CONTRACT SENT TO ____

CONTRACT DATA

#14 C/11210

ALLIED STORES CORPORATION, ALLIED STORES OF OHIO, DBA THE ROLLMAN SONS COMPANY (WAREHOUSE)
N. E. Corner Henry & Dunlap Streets
Cincinnati 14, Ohio

Central Station Maintained From: Cincinnati, Ohio
System: 899F
Vocational Code Number — Description: 499-3 Department Store Whse.

Services: Central Station X; Direct-Connected —; Local Only —; Proprietary —
National Account: New York X; District —
Old Contract: Number's Number —; Date of Contract —; Term of Contract —; Annual Service Charge $ —; Date Effective —; Service With: —

Property Valuation: Buildings Only (Fire Alarm System Only) 400,000.; Contents Only (Fire and Burglar Alarm Systems) 300,000.

Special Billing Instructions: —

Dun and Bradstreet's Rating: National Account
Number of Credit Letters Attached: —
Present Subscriber Paid To: —

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

Annual: Per Unit	Annual: Amount	Advance: Number of Units	Advance: Per Unit	Advance: Amount
385.	385.00	5	135.	675.00
55.	220.00			
	605.00			
		Plant Estimate (Where Required For Advance Service Charge)		
	605.00	Total Minimum Basic Charge		675.00
	423.00	Total Amount Secured		None
	182.00	Difference (Explain Below)		675.00

Executive Office Use

INSP BY DATE
DATE 4-6-61
BY [illegible]
[illegible]

...e competition report #365 attached.
...be placed on Transmitter mailing list.
...a New York N/A handled by A. Gaston. Two copies of approved ...nt to be returned to N. Y. N/A for transmittal. System rein... at no charge as arranged with subscriber's home office by ... Gaston of New York N/A.

...ED TO ...ING CREDIT
...ACCOUNTS APR 12 1961

D. W. Cates 4-6-61
Sales Representative — Date

Cincinnati SALES DEPT. RECEIVED APR 14 1961 A.M. P.M.

Received by — District Sales Manager — Date

Contract Recommended by: [signature] APR 10 1961
District Sales Manager — Date

Contract Approved by: [signature]

Received from Executive Office

Date Contract Released

Date Contract Sent to District Sales Manager

38

1712

[fol. 2414]

CONTRACT DATA

V5669

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: AUTO FRAME & BODY, INC.

STREET ADDRESS: 901-911 Broadway

CITY AND STATE: Cincinnati 2, Ohio

CENTRAL STATION MANNED FOR: Cincinnati, Ohio

SYSTEM: CSAF

VOCATIONAL CODE NO.: 39-C Metal & Body

PROPERTY VALUATION: BUILDINGS ONLY $; SPARE ALARM DEVICES ONLY $; CONTENTS ONLY $; SPARE AND OVERHEAD ALARM SYSTEMS $

SPECIAL BILLING INSTRUCTIONS: Mr. R. E. Reinhold, Metropolitan Motor, 1010 Gilbert Avenue, Cincinnati 2, Ohio

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: X
- RENEWAL, INCREASED RATE: ___
- RENEWAL, ADDITIONAL SERVICE: ___
- RENEWAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY: ___

NATIONAL ACCOUNT
- NEW YORK: ___
- DISTRICT: ___

OLD CONTRACT
- AUDITOR'S NUMBER: V-49528
- DATE OF CONTRACT: 5-23-56
- TERM OF CONTRACT: to 3-1-60
- ANNUAL SERVICE CHARGE: $ 616.00
- DATE EFFECTIVE: 3-1-56
- SERVICE WITH: Above

CREDIT REFERENCES

Subscriber's Rating:

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER PAID TO: 2-29-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.	385.00			
8	55.	440.00			
Plant Count 11 Sales Count 9					
Includes 2 Units For 1 Excess Pressure Pumps					
SUB-TOTAL		825.00			
WIRE FACILITY COST $ ___			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		825.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		616.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		209.00	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PLT. DATE APR 22 BY

REMARKS

"This company has been approached by W.U.D.T. and would investigate their service and prices if we increase rate. It is recommended this be accepted as written for five year term to keep competitors out.
Approved copy of agreement to be returned to Mr. R. E. Reinhold, President, Metropolitan Motor Company, 1010 Gilbert Ave., Cincinnati 2, Ohio."

ALSO ENTERED W. U. RECORDS

W. H. Galen 2-1-60
D. H. Galen SALES REPRESENTATIVE DATE

DATE RECEIVED BY SERVICE DEPT. 2-8

REMARKS

A.M. 7:15

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMPLISHED BY

DISTRICT SALES MANAGER 1960 DATE

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE APPROVED BY EXECUTIVE OFFICE 2/19/60

DATE COPY OF CONTRACT SENT TO DISTRICT MGR.

1715

CONTRACT DATA

B836/C

KLINE'S FRANKLIN SIMON

NW CORNER, FIFTH AND RACE STREETS

CINCINNATI2, OHIO

CENTRAL STATION MAINTAINED FROM: Cincinnati, O

SYSTEM: BA

VOCATIONAL CODE NUMBER — DESCRIPTION: 301-C Department Store

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT: X

B&S CONTRACT
- AUDITOR'S NUMBER: B-55187
- DATE OF CONTRACT: 12/29/55
- TERM OF CONTRACT: 5 yrs.
- ANNUAL SERVICE CHARGE: $ 660.00
- — DATE EFFECTIVE: 3/1/56
- SERVICE WITH: KLINE'S

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL NUMBER OF UNITS	PER UNIT	AMOUNT	ADVANCE NUMBER OF UNITS	PER UNIT	AMOUNT
		270.00			
20.00		760.00			
Extra Drop		48.00			
		1078.00			

PLANT ESTIMATE (WORK DESIRED FOR ADVANCE SERVICE CHARGE)

TOTAL MINIMUM BASIC CHARGE	1078.00
TOTAL AMOUNT SECURED	660.00
DIFFERENCE (EXPLAIN DELAY)	418.00

INSP. BY PLT. DATE: APR 24 1957 BY:

Inv 21970

th Kline's local management and Franklin Simon refused any crease and stated they would call in competition.

pproved copies to E/A for transmittal.

EXEC. SALES DEPT.

SEP 22 1958

D. M. Gates
COMMERCIAL REPRESENTATIVE — DATE

It is my recommendation that this contract be approved for a ar period. Kline's in Cincinnati are very much aware of the itive situation. As this is a large important retail store in nati, it is to our advantage to have this subscriber on a five- ntract in order that any raid by competition may be forestalled my recommendation knowing that this job is of a sub-standard
F. J. Concannon

CONTRACT RECOMMENDED BY: [Frank Concannon Stip. No. 1
COMMERCIAL REPRESENTATIVE — DATE

CONTRACT APPROVED BY

COMMERCIAL SUPERINTENDENT — DATE

DATE CONTRACT SENT TO COMMERCIAL SUPERINTENDENT

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1714

ol. 2416]

CONTRACT DATA

TO DETERMINE CREDITS INVOLVED — INVEST

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: LIQUIDATORS SALES COMPANY — MAR 10 1960

STREET ADDRESS: 1610 Reading Road

CITY AND STATE: Cincinnati 2, Ohio

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	B-88644
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	4-6-59
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	1 Yr.
RENEWAL, SAME RATE	X	PROPRIETARY		ANNUAL SERVICE CHARGE	$ 453.00
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	5-1-59
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	Above
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 3-31-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.	300.00			
2	24.	48.00			
11	12.	132.00			
1	56.	56.00			
SUB-TOTAL		536.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WIRING REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		536.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		453.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW) *		83.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: *Secured at existing rate. This company is part of the Cleveland Wrecking Company, a job which we lost to Walnut Hills last year. This manager is familiar with Walnut Hills and has threatened to call them the last two years when we secured renewals for 1 year periods. It was again necessary to renew this at the same rate and rather than chance Walnut Hills getting in on this we wrote it for a five year period and recommend that this be accepted as written.

ALSO ENTITLED TO COMMISSION CREDIT

A. A. Palestrino 3-9-60
SALES REPRESENTATIVE — DATE

REMARKS

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE — MAR 10 1960

CONTRACT APPROVED BY — 3/22/60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO ADDRESSOGRAPH

MAR 11 1960

52

CONTRACT DATA

RECEIVED
APR 1 1959

K 6963

THE PROCTER & GAMBLE COMPANY, WINTON-HILL TECHNICAL CENTER
6000 Center Hill Road
Cincinnati 24, Ohio

CENTRAL STATION INSTALLED FROM: Cincinnati, Ohio

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK:
DISTRICT: Cleveland

OLD CONTRACT
AUDITOR'S NUMBER:
DATE OF CONTRACT:
TERM OF CONTRACT:
ANNUAL SERVICE CHARGE $:
DATE EFFECTIVE:
SERVICE WITH:

VOCATIONAL SERVICE NUMBER AND DESCRIPTION: 61-B Laboratories

PERCENTAGE VALIDATION
BURGLARIES ONLY (SAFES ALONE EXCEPTED): 4,000,00
SAFES ONLY (SAFES AND BURGLARS ALONE EXCEPTED): 2,000,00

SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER, PAID TO: 3-1-59

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL NUMBER	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	350.	350.00	19	133.	2527.00
18	50.	900.00			
		1250.00			
			PLANT ESTIMATE (UNLESS DEPOSITION YOU ADVANCE SERVICE CHARGE)		
		1250.00	TOTAL MINIMUM BASIC CHARGE		2527.00
		782.00	TOTAL AMOUNT RECEIVED		909.00
		468.00	DIFFERENCE (ADVANCE DEPOSIT)		1618.00

INCP. BY PLTF.
DATE 4-7-59
BY

No competition report attached. #136
Kt to be placed on transmitter list.

D. M. Oates 4-6-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RETURNED FROM GENERAL SALES MANAGER

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER APR 17 1959

CONTRACT APPROVED BY
4/20

RETURNED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

60

1716

[fol. 2418]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 181

Cleveland, Ohio
COMPETITION REPORT

REPORT NO. 71

DATE May 16, 1960 CENTRAL STATION CITY Cleveland-Main, Ohio

PROSPECT'S NAME THE JOSEPH & FEISS CO.

PROSPECT'S ADDRESS 2149 West 53rd Street

CLASS OF SERVICE BA, SSMF, IS-MISC NO. OF UNITS 264 + 9

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR MORSE ALARM

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 9382.00	$ 17882.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 7166.00	$ NONE	$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 120

REMARKS

We recently competed with Morse in selling this same subscriber protection at a new location on Detroit Avenue. We were not able to determine the exact price of our competitor's quotation for this 53rd Street property but judging from his recent quotation for the Detroit Avenue property and information received from our subscriber, the competitor's price was somewhat lower than ours. This company has been a subscriber of ours in Cleveland for more than 20 years.

Bert W. Henke
Sales Representative

G S Jacox
District Sales Manager

IN EVIDENCE
APR 18 1961
BY

[fol. 3419]

COMPETITION REPORT

REPORT NO. 896

DATE 11-10-60 CENTRAL STATION CITY Cleveland-East, Ohio

PROSPECT'S NAME EUCLID CRANE & HOIST COMPANY

PROSPECT'S ADDRESS 1361-1365 Chardon Road, E. E.

CLASS OF SERVICE PR. SSMF, IS-MISC., APR NO. OF UNITS 145, 46, 20, 6

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR MORSE SIGNALING DEVICES

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 7,743.00	$ 13,665.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4,860.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 120 hrs.

REMARKS

Many hours of effort were expended in consumating this negotiation. It is known that our competitor, Morse, was very interested in securing this business. It was impossible to secure any detail of this proposal. Judging from recent negotiations such as Notch & Merryweather and Joseph & Feiss where we saw the competitor's bid, the price secured for this job was substantially higher than competition quote for same services.

INSP. BY PLT'F.
DATE APR 1 8 1961
BY [illegible]

R. C. Stiber
SALES REPRESENTATIVE

[signature]
DISTRICT SALES MANAGER

2

1718

ols. 2420-2421]

CONTRACT DATA

B 82597

CITY OF CLEVELAND - DIVISION OF RECREATION
DEPARTMENT OF PUBLIC PROPERTIES
East 49th Street and Harvard Avenue Bldg. #6
Cleveland 5, Ohio

Cleveland-Main, Ohio
SYSTEM
BA-IN 021
412-C Public Bldg.

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER B-P, 431
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO 3-3-58

PROPERTY VALUATION
BUILDINGS ONLY
CONTENTS ONLY $100,
SPECIAL BILLING INSTRUCTIONS

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	12 (PE)	55.00	660.00
27	20.00	540.00	16 (BA)	44.00	704.00
1364.00 + 5%		313.72			
5					

Plant Count 28 Sales Count 28
Includes 12 Units For 2 Photoelectric Beams

SUB-TOTAL		1123.72		
BASE FACILITY COST @ 132.00				
EXCESS FACILITY COST EXCESS OF 10%		19.63	PLANT ESTIMATE {WHERE REQUIRED PER ADVANCE SERVICE CHARGE}	
TOTAL MINIMUM BASIC CHARGE		1143.35	TOTAL MINIMUM BASIC CHARGE	1364.00
TOTAL AMOUNT SECURED		1039.00	TOTAL AMOUNT SECURED	None
DIFFERENCE (EXPLAIN BELOW)		104.35	DIFFERENCE (EXPLAIN BELOW)	In Annual

REMARKS - Sub-standard in order to forestall competition. Entire advance service charge pro-rated to also eliminate the need for leaving the city secure competitive bids. This installation to be made on authority of attached letter dated 4-8-58. This service will be made part of a new five year blanket agreement which is now under negotiation with the City of Cleveland to be effective 5-1-58 or Subscriber already on Transmitter List.

Div. of Recreation

ENTITLED TO COMMISSION CREDIT
E. Norris

J. R. Norris for
H. E. Peters
SALES REPRESENTATIVE

4-11-58
DATE

INSP. BY
DATE
1174
00544

MAY 1958

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

REMARKS X Plant Count 28 Sales Count 28
Includes 12 Units For 2 Photoelectric Beams

CONTRACT APPROVED BY

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
A. A. Jacks
DISTRICT SALES MANAGER DATE

APR 30 1958

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

CONTRACT DATA

#4

B1.5475

Certificate Involved

RECEIVED
JUN 26 1961
DIST. SALES MGR.
A.C.T. CLEVELAND

FORD MOTOR COMPANY
5800 Grant Avenue
Cleveland 25, Ohio

CENTRAL STATION MAINTAINED FROM: CLEVELAND EAST, OHIO
SYSTEM: BA IW
VOCATIONAL CODE NUMBER — DESCRIPTION: 31 A Automobile Mfg.

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK DISTRICT Detroit

OLD CONTRACT
AUDITOR'S NUMBER B-61623
DATE OF CONTRACT 9/4/56
TERM OF CONTRACT to 12/1/61
ANNUAL SERVICE CHARGE $ 1711.20
DATE EFFECTIVE 12/1/56
SERVICE WITH: above

PROPERTY VALUATIONS
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 1,500,000.00

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 11/30/61

EXECUTIVE OFFICE USE

INCR. EX PLNT
DATE APR 27 1962
BY
22841

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	300.00	300.00			
	12.00	396.00			
	24.00	384.00			
	56.00	168.00			
57	Sales Count 58				
23	Units For 2	Photoelectric Beams			
		1248.00			
			PLANT ESTIMATE (MIN. ANC REQUIRED PER ADVANCE SERVICE CHARGE)		
		1248.00	TOTAL MINIMUM BASIC CHARGE		
		1920.00	TOTAL AMOUNT SECURED		
*		672.00	DIFFERENCE (EXPLAIN BELOW)		

Excess secured by National Accounts. Five approved copies of
er to be returned to Detroit Metion/Accounts for transmittal
Subscriber. Not to be placed on Transmitter. Photoelectric
n "as now installed" are #1700 and #2201 mounted inside.

ADD TO COMMISSION CREDIT
J. A. Summers

J. A. Summers for
R. J. Dallinger 6/23/61
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
JUN 26 1961

EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

5

20

1720

[fols. 2423-2424]

CONTRACT DATA

NO INSURANCE CREDITS INVOLVED

LOCATION OF SYSTEM
SUBSCRIBER'S NAME GENERAL MOTORS CORPORATION, A DELAWARE CORPORATION
CHEVROLET MOTOR DIVISION
STREET ADDRESS 12990 Snow Road
CITY AND STATE Cleveland 30, Ohio

Cleveland West, Ohio
SYSTEM BA CKT
VOCATIONAL CODE NUMBER — SIC 299-A Road Machinery

NEW CONTRACT
NEW INSTALLATION —
NEW TENANT —
SUPPLEMENTAL —
RENEWAL, SAME RATE —
RENEWAL, INCREASED RATE X
RENEWAL, ADDITIONAL SERVICE —
RENEWAL, LESS SERVICES —

SERVICES
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK DISTRICT Detroit

OLD CONTRACT
AUDITOR'S NUMBER B-60398
DATE OF CONTRACT 3/20/56
YEARS OF CONTRACT 5 yrs.
ANNUAL SERVICE CHARGE $ 1208.00
DATE EFFECTIVE 6/4/51
SERVICE WITH: above

PROPERTY VALUATION
BUILDINGS ONLY
OTHER CLASS (WITH) —
CONTENTS ONLY 2,225,000
OTHER CLASS (WITH) —
SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING —
NUMBER OF CREDIT LETTERS ATTACHED —
PRESENT SUBSCRIBER PAID TO 5/31/61

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
23	12.00	276.00			
27	24.00	648.00			
1	56.00	56.00			
Plant Count 46 Sales Count 51					
Includes 17 Units For 3 Photoelectric Beams					
SUB-TOTAL		1280.00			
WIRE FACILITY COST $ — WIRE FACILITY COST EXCEEDS 10%			PLANT ESTIMATE { WHERE PROVIDED FOR ADVANCE SERVICE CHARGE }		
TOTAL MINIMUM BASIC CHARGE		1280.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1560.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW) *		280.00	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PLT. DATE 4/28/61 BY [signature] 22904

REMARKS *Excess secured by National Accounts. Two approved copy of rider to be returned to J. A. Summers for transmittal to sub.

ALSO ENTITLED TO COMMISSION CREDIT J. A. Summers

J. A. Summers for R. J. Dellinger 5/19/61
SALES REPRESENTATIVE DATE

EXEL PLASTICS INC. RECEIVED MAY 26 1961 A.M. P.M.

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY Executed
[signature] MAY 25 1961
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT MANAGER

[fol. 2425]

1721

FORM 701

COMPETITION REPORT

REPORT NO. 641

DATE 8/5/59 CENTRAL STATION CITY Cleveland-East, Ohio

PROSPECT'S NAME The Bailey Company

PROSPECT'S ADDRESS 5001 Center Road, Eastgate Shopping Center, Cleveland (Mayfield Hts.), Ohio

CLASS OF SERVICE BA-2W, IP, SS/2F NO. OF UNITS BA - 30; IP - 2; SS/2F - 5

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Home Signal Devices

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1734.00	$ 2500.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1291.00	$ 1165.00	$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

We were unable to get competitor's cost but were advised by the subscriber on our first quotation that we were high and we were 20% below standard on the annual service charge. Therefore, we cut another 7% on one type and 10% on the other and received the job with the certification at 27% below standard annual. The advance is only a token advance service charge as the Electrical Contractor is doing the entire job at the cost of the subscriber and, on the basis of the May Co. and Wm. Taylor Son & Co. jobs, it is recommended this be be accepted so as not to allow Horse to get a foothold in any of these department stores.

INCP. BY PLANT
DATE APR 19 1962
BY _____
063396

J. K. Swanson
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1722
[fol. 2426]

COMPETITION REPORT

REPORT NO. 492

DATE 3-24-58 CENTRAL STATION CITY Cleveland-Bart

PROSPECT'S NAME BROADWAY PROPERTIES INC., WAREHOUSE DIVISION BUILDING "A"

PROSPECT'S ADDRESS 6114 Broadway, Cleveland 27, Ohio

CLASS OF SERVICE BA-DW NO. OF UNITS 111

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Morse Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2614.00	$ 4950.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1595.00	$ 1890.00	$ 1368.00	$ 1620.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 32

REMARKS

Jack Berger, a principal of Container Products Co. (a subscriber to BA Service), and six associates purchased the group of buildings formerly occupied by The Cleveland Worsted Mills at 6114 Broadway. They have submitted the lowest bid to the State of Ohio to warehouse all liquor for the State of Ohio Board of Liquor Control for this area.

They asked A.D.T. to make a survey of Building "A" to protect this liquor stock and informed us that Morse Alarm Company was also asked to bid on BA service and a proposal was submitted. Prices used were authorized by Mr. A. S. Jacks,

(OVER)

DATE APR 19 1962
BY
05-21-61

Sales Paul W. Henke
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

15

[Vol. 2437]

REMARKS CONTINUED:

District Sales Manager. Advance service charge was quoted at 50% of MSR and amounted to $2542.00. The annual service charge was quoted at 75% of MSR or $1944.00. After Mr. Berger had examined both proposals he contacted us and advised that the Morse prices were considerably lower than A.D.T. prices. He also informed me that several of his associates formerly used A.D.T. service and now were using Morse at a great savings over A.D.T. and were in favor of giving the contract to Morse Alarm Co. Due to the writers friendship with Mr. J. Berger over the past 20 years, we were allowed to examine the Morse proposal. This Morse proposal called for more units of protection than our proposal and Mr. Berger allowed us to re-submit prices.

Morse Alarm Co. prices were $1620.00 for installation and $1368.00 annual service charge.

This development was again discussed with Mr. A. S. Jacks, District Sales Manager, and it was decided that due to the Ohio State Liquor Board being involved and the possibility that Morse would give satisfactory service, we could become involved in a competitive situation on all Liquor Stores in Cleveland now protected by A.D.T. and contracts were submitted with an advance service charge of $1890.00 and annual service charge of $1595.00. This contract was secured, signed by Mr. A. B. Berger, Manager.

1724
[fol. 2428]

COMPETITION REPORT

REPORT NO. 6JJ

DATE 8-20-59 CENTRAL STATION CITY Cleveland-Main, Ohio

PROSPECT'S NAME THE CLEVELAND STEVEDORE C.

PROSPECT'S ADDRESS West 6th Street Pier

CLASS OF SERVICE BA - SSAF NO. OF UNITS 32. 1b

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR [illegible]RSE SIGNALING DEVICES

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,827.00	$ 2,932.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,412.00	$ 115.00	$ *	$ *

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

This is an old and valued ADT account, which we have had for many years at several locations. We were advised by the subscriber in connection with this location that price would be an important factor in determining who should get the contract. It is understood that the same family owns the Automatic Sprinkler Company, and it is our belief that they are getting some work from Morse on installing Sprinkler Alarm devices. We were not able to obtain the exact price quoted by Morse, but it is our understanding that our annual service charge was in excess of Morse's price and that our five-year contract value was also

(over)

APR 15 1960

S. R. Morris
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

ADT CLNC
Cleveland

20

-[fol. 2429]

greater than Morse's proposed contract. In justifying the low advance service charge, it should be noted that we are furnishing only devices and supervision of installation. Subscriber is furnishing and installing conduit, wires, and is also installing and connecting devices furnished by ADT. Acceptance of this contract is recommended.

[fol. 2430]

COMPETITION REPORT

REPORT NO. 1/2

DATE 9/12/60 CENTRAL STATION CITY Cleveland-East, Ohio

PROSPECT'S NAME INDUSTRIAL DISTRIBUTORS INC.

PROSPECT'S ADDRESS 18234 South Miles Parkway

CLASS OF SERVICE BA IW NO. OF UNITS 25

JOB LOST JOB SECURED X

NAME OF COMPETITOR Morse Alarm Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 670.00	$ 1125.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 462.00	$ 214.50	$ 420.00	$ 195.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8 hours

REMARKS

The competitor quoted the figures indicated above. We were shown the contracts and negotiated at 10% above our competitor. This is in a new industrial district inwhich we hope to obtain quite a few new accounts it is most certainly to our advantage to have representative installations in the area as it builds up.

INSPECTED
DATE APR 18 1960
BY

R.E. Rives
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

COMPETITION REPORT

353

REPORT NO. 829

September 28, 1960 CENTRAL STATION CITY Cleveland-East, Ohio

ECT'S NAME MARKS LEAD CO., INC.

ECT'S ADDRESS 2824 East 75th Street

OF SERVICE BA-NTAC NO. OF UNITS 12

OST JOB SECURED X

OF COMPETITOR MORSE ALARM CO.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 620.00	$ 180.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
.00	None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ -	$ -

XIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

ubscriber's contract had expired and we met with vigorous resistance in our negotiations to renew. The need for addi- l service came into the picture, further negotiations developed t became apparent that our competitor, Morse Alarm Co. was to be called in for quotations. Competitive negotiations of ast few weeks indicate that our competitor is short of work ting in quotations averaging 50% for our ANSC and 20% for Rather than be faced with prices of this type, we deemed it

(over)

R. E. Rives
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

31

[fol. 2432]

Remarks (cont.)

advisable to accept a new 5-year contract at 93% MBR. The additional installation is simple and we will be able to use some of the equipment from the dismantle in the new installation. We respectfully request approval of this contract.

[Vol. 3433]

1423

3.v

COMPETITION REPORT

REPORT NO. 932

DATE December 7, 1960 CENTRAL STATION CITY Cleveland-West, Ohio

PROSPECT'S NAME W A P A CLEVELAND WAREHOUSE

PROSPECT'S ADDRESS 8500 Brookpark Road

CLASS OF SERVICE BA-DW SSWP IS-MISC NO. OF UNITS 69

JOB LOST JOB SECURED X

NAME OF COMPETITOR MORSE SIGNAL DEVICES

INSPECTION PLATE DATE 12-8-60 BY

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2713.00	$ 5285.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1440.00	$ 1400.00	$ 1248.00	$ 1278.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 28

REMARKS

The prices used by Morse on this automatic protection job is the lowest that I have ever been involved in. When I was informed of these prices by the subscriber, I express doubt that they would bid this low on an installation and was shown Morse's proposal and contract. After about an hour of pleading with the subscriber, I was finally allowed to bring Morse's proposal and contract to our office to be viewed by Mr. A. S. Jacks, District Sales Manager. Copies of proposal and contracts have been made and they are attached. (over)

Bert W. Henke
SALES REPRESENTATIVE

A S Jacks
DISTRICT SALES MANAGER

12/8/60

[fols. 2434-2436]

(cont.)

Subscriber insisted that we meet Morse's prices or they would secure this installation. After many more visits to this location, we secured the agreement at more money for installation and monthly service charge then Morse were asking.

This building was formerly occupied by American Motors (Nash), and during the period they occupied the premises they did not use protection service or watchman and never had a break-in.

This influenced the thinking of N A P A, who figured that Morse service at their prices would be better than no protection.

FORM 701 [illegible]

COMPETITION REPORT

REPORT NO. 10045

2-11-61 CENTRAL STATION CITY Cleveland-Main, Ohio

ECT'S NAME THE SHERWIN WILLIAMS CO.

ECT'S ADDRESS Spruce & Elm Streets

OF SERVICE BA, SSANF, IS-MISC. NO. OF UNITS 4, 6, 2

OST X JOB SECURED

OF COMPETITOR MORSE SIGNAL DEVICES

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1,130.00	$1,237.50

ADT QUOTATION

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
[illegible] CHARGE		
00	$806.50	

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$534.00	$170.00

XIMATE SALES PRODUCTION HOURS CONSUMED 25 hrs.

REMARKS

the first job with this N/A wherein we have become involved with
tion, and they are buying on price only on a competitive bid basis.
ly concern in making a decision is whether FIA will accept the com-
s service and in this case it is equivalent to ours. This account had
ive of being a large N/A until this occurred. We have at the present
r proposals up with them and they are all competitive.

INSP. DATE APR 10 1962 BY [illegible] (USED)

J. R. Norris
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

40

1732

[fol. 2438]

COMPETITION REPORT

REPORT NO. 221

DATE June 21, 1960 CENTRAL STATION CITY Cleveland-Main, Ohio

PROSPECT'S NAME SIDNEY D. JOSEPHS

PROSPECT'S ADDRESS 1241 East 45th Street

CLASS OF SERVICE SSWNP NO. OF UNITS 11

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR NORSE SIGNAL DEVICES

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 935.00	$ —

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 456.00	$ —

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 425.00	$ 255.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5

REMARKS

We received a letter from this Sub. cancelling service effective 8-1-60 as per cancellation clause. Upon contacting Sub. we were advised that he was taking our competitors' service as our costs were getting ridiculously high and insurance carrier advised credits were same on either service. We also have this Sub. at another location and he advised cancellation would be forthcoming there in another year when contract expires. Therefore, we immediately asked for right to quote competitive costs in order to save revenue. We, therefore, submitted competitive quotes at both this location and 2168 West 25th Street, which is Safer Josephs Corporation. We were also advised they were discussing ten year terms. (Over)

J. R. Norris
SALES REPRESENTATIVE

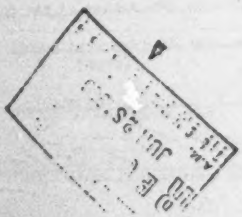
G D Jacks
DISTRICT SALES MANAGER

41

[fol. 2439]

It is recommended under the circumstances that we accept the agreements as shown in order to retain this revenue.

We have also been advised by Mr. Josepha that he is in the process of negotiating for another building and will require SS&MF Service there, and we will be asked to quote competitive on this also.



[fol. 2440]

COMPETITION REPORT

REPORT NO. 20

DATE 7/12/61 CENTRAL STATION CITY Cleveland East, Ohio

PROSPECT'S NAME WELLMAN ENGINEERING COMPANY

PROSPECT'S ADDRESS 16300 Waterloo Road

CLASS OF SERVICE BA-NTSC, (DW), BA-DW & AFA NO. OF UNITS BA MISC. (DW) 20 BA DW 113 AFA 20

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Morse Signaling Devices

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 5133.00	$ 13,571.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3600.00	$ 3000.00	$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 9 mon.

REMARKS

This account for many years has had competitors service at two locations. Due to the fact we were responsible for instigating the possibility of Automatic Service here, we felt it necessary that we secure this job in order to get a foothold with this account. While negotiating with them, we had a bit of good fortune fell our way as the Controller of another large company in the city with whom we have been on friendly terms with for many years was elected Controller of this organization and was of considerable help to us in the making of the final decision to use our services at this location. We have no idea what competitive

(Over)

NC APR 19 1962

J. R. Norris
SALES REPRESENTATIVE

08685

AUTH DISTRICT SALES MANAGER

49

involved, but were given to understand our figures were considerably
n those of the competitor. We were advised that our services &
ere acceptable; therefore, we recommend this agreement be accepted as

1736

[fol. 2442]

CONTRACT DATA

599473

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: THE HOTCH & HERRYWEATHER MACHINERY CO.

STREET ADDRESS: 1250 East 222nd Street

CITY AND STATE: Cleveland 17, Ohio

CENTRAL STATION: Cleveland-East, Ohio

SYSTEM: BA-IN

OCCUPATIONAL CODE: 291-A Special

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT:
- SUPPLEMENTAL:
- RENEWAL, SAME RATE:
- RENEWAL, INCREASED RATE:
- RENEWAL, ADDITIONAL SERVICE:
- RENEWAL, LESS SERVICE:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER:
- DATE OF CONTRACT:
- TERM OF CONTRACT:
- ANNUAL SERVICE CHARGE $:
- DATE EFFECTIVE:
- SERVICE WITH:

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SERVICE):
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SERVICE):

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	20 PE	88.00	1760.00
26	24.00	624.00	7	45.00	315.00
13	12.00	156.00	13	22.50	292.50
1	56.00	56.00			
Plant Count 42 Sales Count 40					
Includes 2 Units For 2 Photoelectric Beams					
SUB-TOTAL		1136.00			
WIRE FACILITY COST @ 216.00			PLANT ESTIMATE (CHECK REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1136.00	TOTAL MINIMUM BASIC CHARGE		2367.50
TOTAL AMOUNT SECURED		897.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW) *		239.00	DIFFERENCE (EXPLAIN BELOW) *		2367.50

INSP. BY PLT.
DATE
BY
23427

REMARKS: *Sub-standard due to competition -- see competition report attached. Messrs. S. Polker, Plant Superintendent, and M. R. Kuhik, Assistant Secretary. Clause has been added to agreement per subscriber's insistence.

MAR 17 1960 P.M.

ALSO ENTITLED TO COMMISSION CREDIT

J. K. Swanson 3-16-60
SALES REPRESENTATIVE DATE

REMARKS

Recompiled by Grubbell 3-18-60

DATE ASSIGNED BY CENTRAL DATA OFFICE

DATE RECEIVED FROM ORIGINATING OFFICE 3/16

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
A. A. Jacks MAR 16 1960
AGENCY SALES MANAGER DATE

CONTRACT APPROVED BY
J. W. Gray 3/16/60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSPECTION

[fols. 2443-2444]

COMPETITION REPORT

REPORT NO. 791

DATE 8-1-60 CENTRAL STATION CITY Cleveland-East, Ohio

PROSPECT'S NAME THE HOWARD CO.

PROSPECT'S ADDRESS 1100 East 105th Street

CLASS OF SERVICE RA NO. OF UNITS 7

JOB LOST RENEWAL WORK SECURED X

NAME OF COMPETITOR NORSE SIGNALING DEVICES

ADT STANDARD CHARGES			
INSTALL CHARGE	ADVANCE SERVICE CHARGE	INSTALL CHARGE	ADVANCE SERVICE CHARGE
$ 444.00		$ NONE	

ADT QUOTATION		COMPETITOR'S QUOTATION	
INSTALL CHARGE	ADVANCE SERVICE CHARGE	INSTALL CHARGE	ADVANCE SERVICE CHARGE
$ 406.20	$ NONE	$ 246.00	$ 135.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 1

REMARKS

Sub. threatened to cancel when we attempted to renew contract at NSR and called in Norse Signaling Devices for a quotation. Although competitors' quotation was much lower than ours, we were able to secure renewal with a 25% increase using a step-up clause. See competitors' contract attached.

Copyright 1960 The Protection Co.

APPROVED

R. C. Stiber
DISTR. REPRESENTATIVE

DISTRICT SALES MANAGER

1738

fols. 2445-2447]

CORRECTED

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 182
Dallas, Texas

K7373

CONTRACT DATA

LOCATION OF SYSTEM: Dallas, Texas

SUBSCRIBER'S NAME: Texas Instruments Incorporated (Central Research Laboratory)

STREET ADDRESS: N. Central Expressway & Valley View Road

CITY AND STATE: Dallas, Texas

CENTRAL STATION DIVISION: Dallas, Texas

SYSTEM: SSWP 051

OCCUPATIONAL CODE NUMBER: 13½-D Mfg. Elect.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	
RENEWAL, LESS SERVICE					

PROPERTY VALUATION: DUPLICATION ONLY (FIRE ALARM SYSTEMS ONLY) / CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) / SPECIAL BILLING-HANDLING

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO K-4744, pd. to 4-1-59

EXECUTIVE OFFICE NO.

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
7	50.00	350.00	23	133.00	3059.00
11	100.00	1100.00			
SUB-TOTAL		1450.00			
BASE FACILITY COST $			PLANT ESTIMATE { WHERE REQUIRED / FOR ADVANCE / SERVICE CHARGE }		
EXCESS FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1450.00	TOTAL MINIMUM BASIC CHARGE		3059.00
TOTAL AMOUNT SECURED		772.80	TOTAL AMOUNT SECURED		600.00
DIFFERENCE (EXPLAIN BELOW)		677.20	DIFFERENCE (EXPLAIN BELOW)		2459.00

REMARKS: Deficits due to this being the 2nd bldg. on this job side and no unit charge was set up. Also, competitor tried extremely hard to get this contract. Form 400 submitted 11-14-58 covered 24 units.

This building would normally be on a supplemental contract, but for competitive reasons it is desired that this contract be for a full years.

INSP. BY P.T.
DATE MAY 7
BY
24625

ENTITLED TO COMMISSION CREDIT

D. M. Fisher 5-29-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL OFFICE

DATE RECEIVED FROM GENERAL OFFICE

Mg DOT DIV 25414
4/1/60 JBm.

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

J. D. Watkins JUN 22 19

DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

DATE CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BUYER

COMPETITION REPORT

REPORT NO. ____

Jan. 6, 1961 CENTRAL STATION CITY Dallas, Texas

CT'S NAME Dallas Dairyway

CT'S ADDRESS 7410 Harry Hines Blvd.

OF SERVICE BA NO. OF UNITS 16

ST. JOB SECURED X

OF COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 624.00	$ 942.50

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
00	$ ---

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown (has alarm installed)

XIMATE SALES PRODUCTION HOURS CONSUMED 5

REMARKS

s bldg. has competitor's alarm installed. Unable to secure any advance
e charge because of competitor's alarm, and Sub. refused to pay more
l.

INSPECTED
DATE APR 19 1962
BY
08755

R. F. Ethridge
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

5

1740

[fols. 2449-2450]

COMPETITION REPORT

REPORT NO. 72

DATE June 11, 1957 CENTRAL STATION CITY Dallas, Texas

PROSPECT'S NAME W. H. Curtin and Co.

PROSPECT'S ADDRESS 1111-1115 Nord Street

CLASS OF SERVICE SSMF NO. OF UNITS 5

JOB LOST JOB SECURED WF only

NAME OF COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$507.00	$ 650.00

INCP. BY FILE DATE APR 19 BY 04656

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$255.00	$ 00	$240.00	$125.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5

REMARKS

Smith Detective Agency bid the above prices on complete SSMF. This was secured only on a personal basis; i.e., graduates of same college and much personal cultivation. Mr. Patrick, who signed the contract told me off the record what Smiths bid was and that this included complete supervisory servic. Mr Patrick further stated that he had considerable static with his own firm to agree to ADT even though they have ADT in Houston, Due to Smith's pres that his firm went along with this only because he specifically requested ADT and told Mr. Curtin that he did not want Smith.

James D. Patten
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

NYADT Dd 11-6-5-60 EMM

RECEIVED JUN 13 1957 HOUSTON DIST. SALES MGR.

6

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. 90

July 11, 1958 CENTRAL STATION CITY Dallas, Texas

CT'S NAME Federated Department Stores, Inc. (Sanger Bros. Division)

CT'S ADDRESS Main, Elm, Lamar & Austin St.

OF SERVICE WT-MFA NO. OF UNITS 38

ST No renewal JOB SECURED Yes

F COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
Renewal	$ 1602.00	$

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
00	$ --	$ 400.00	$

XIMATE SALES PRODUCTION HOURS CONSUMED 2

REMARKS

e to increase because of competitive situation. We again recommend approval one as competitor is still trying to pick it up. We are gradually getting n good standing with this Sub. They recently gave us a contract for SSWF & their new warehouse, and we now believe we will get Phonetalarm on their e warehouse vaults, and also their new suburban store in Big Town, now being d. We don't want to risk losing this one at this time.

D. M. Fisher
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

6-9-58

APR 19 1962

05652

8

1742

[fol. 2452]

COMPETITION REPORT

REPORT NO. ____

DATE Nov. 12, 1958 CENTRAL STATION CITY Dallas, Texas

PROSPECT'S NAME A R A Manufacturing Company

PROSPECT'S ADDRESS J Avenue East at 108th Street

CLASS OF SERVICE BA & AFA NO. OF UNITS BA 16 AFA 2

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1909.00	$ 3850.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1200.00	$ 400.00	$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8

REMARKS

Due to competition with Smith Detective Agency, this was the best deal obtainable.

RECEIVED NOV 13 1958 HOUSTON DIST. SALES MGR.

INCLUDED IN REPORT DATED APR 19 1962 BY 05683

R. F. Ethridge
R. F. Ethridge
COMMERCIAL REPRESENTATIVE

L. G. Bates
COMMERCIAL SUPERINTENDENT

14

1743

CONTRACT DATA

B05 1509

Sub-Tex Optical Company
1430 Dragon Street
Dallas, Texas

CENTRAL STATION MAINTAINED FROM: Dallas, Texas
SYSTEM: TA-DM 021
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 331-A Optical Mfg.

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT —
OLD CONTRACT: AUDITOR'S NUMBER —; DATE OF CONTRACT —; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; — DATE EFFECTIVE —; SERVICE UNITS: —

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ —; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $ 1,500,000
SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING: —
NUMBER OF CREDIT LETTERS ATTACHED: 1 Bank
PRESENT SUBSCRIBER PAID TO:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		240.00 ✓	81 ✓	40.00 ✓	3240.00 ✓
	19.00 ✓	1520.00 ✓			
Control	15.00 ✓	90.00			
		1858.00 ✓			
COST $	18.00		PLANT ESTIMATE { UNDUE EXPOSURE / FOR ADVANCE / SERVICE CHARGE }		
BASIC CHARGE		1858.00 ✓	TOTAL MINIMUM BASIC CHARGE		3240.00
SECURED		920.00 ✓	TOTAL AMOUNT SECURED		1264.00
ADVANCE		938.00 ✓	DIFFERENCE (EXPLAIN BELOW)		1976.00

EXECUTIVE OFFICE USE

Lists terrific but agreement secured in direct competition with Detective Agency, C&I Patrol, Dallas Burglar Alarm Co & Ervay Avenue Patrol. Due to active competition, it was necessary to figure to figures secured to get business, and also to promise it if at all possible Dispatch Dept. & Stock room alarms (5 units) would be installed & ready for operation by 4-13. Letter attached. Sub. listed in D&B but not rated.

TO CONSIDERING STUDY

D. M. Fisher
CONTRACTING REPRESENTATIVE — 3-21-56 DATE

DATE RECEIVED BY GENERAL COMMERCIAL MANAGER: MAR 29 1956

Approval necessary owing to excessive advance. Sub. has a contract out of the hands of competitors - 2 miles from other-

DATE RECEIVED FROM GENERAL COMMERCIAL MGR.

CONTRACT RECOMMENDED BY: — COMMERCIAL SUPERINTENDENT — DATE: MAR 26 1956

CONTRACT APPROVED BY: — DATE

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO COMMERCIAL DEPARTMENT

15

1744

[fols. 2454-2455]

COMPETITION REPORT

REPORT NO. _____

DATE October 6, 1959 CENTRAL STATION CITY Dallas, Texas

PROSPECT'S NAME Gospel Broadcast

PROSPECT'S ADDRESS 4315 Penrod Street

CLASS OF SERVICE _____ NO. OF UNITS 5

JOB LOST No JOB SECURED Yes

NAME OF COMPETITOR Smith Protection Service

ADT STANDARD CHARGES

Annual Service Charge	Advance Service Charge
$ 550.00	$670.00

ADT QUOTATION		COMPETITOR'S QUOTA	
Annual Service Charge	Advance Service Charge	Annual Service Charge	Ser
$396.00	$167.00	$ unknown	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

We do not know what Smith bid but know that on past 5-unit $397 [illegible] they have been lower than the amount secured.

Grinnell Sprinkler Company helped us in securing this business.

R. F. Ethridge
Sales Representative

J. B. Patton
District Sales Manager

92

Form 701 (10-59)

COMPETITION REPORT

REPORT NO. 139

gust 17, 1960 CENTRAL STATION CITY Dallas, Texas

'S NAME A. Harris & Company

'S ADDRESS All Dallas locations

SERVICE ~~Phonets~~ BA, SSWT, IP, HU & MWT-MPA NO. OF UNITS 2 Phonets, 159 BA, 31 MWT, 4 HU, 4 IP, 52 SSWT

~~Job~~ Renewal SECURED X

COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
rvices, all llas locations	$10802.00	$ already installed

ADT QUOTATION	ADVANCE SERVICE CHARGE	COMPETITOR'S QUOTATION ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ installed	$ --	$ --

ATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

te due to local competition. Subscriber did not call competitor in ..., but would have had we insisted upon getting more money. To get ...ey on this one we are definitely going to be forced to gradually ... our annual service charge on renewals, and additional service.

INSP. BY PLTF.
DATE AUG 17 '60
BY WPT
10:25G

D. M. Fisher
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1746

[fol. 2457]

COMPETITION REPORT

REPORT NO. 82

DATE December 15, 1957 CENTRAL STATION CITY Dallas, Texas

PROSPECT'S NAME Precision Specialties, Company

PROSPECT'S ADDRESS 2303 N. Beatrice Street

CLASS OF SERVICE BA NO. OF UNITS 9

JOB LOST No JOB SECURED Yes (removal)

NAME OF COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 441.00	$ (already installed)

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 321.00	$ (already installed)

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 1

REMARKS

Pricing necessary to prevent competitor being called in, which would necessitate further reduction to retain account.

RECEIVED
DEC 17 1957
HOUSTON
BOP. DALLAS FOR

James D. Patton
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

32

1747

Form 301 110-301

COMPETITION REPORT

REPORT NO. _____

DATE Sept. 27, 1960 CENTRAL STATION CITY Dallas, Texas

PROSPECT'S NAME A R A Manufacturing Company

PROSPECT'S ADDRESS J Avenue East at 108th St., Grand Prairie, Texas

CLASS OF SERVICE BA , AFA NO. OF UNITS 5 BA, 5 AFA

JOB LOST No JOB SECURED Yes

NAME OF COMPETITOR Smith Detective Agency

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
Additional BA -	$ 84.00	$ 227.50
AFA -	500.00	1850.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 84.00	$ 95.00
360.00	555.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

With this additional protection, Sub. will be paying ADT over $1800.00 ANSC. and we feel that with Smith's competitive activity in the Great Southwest, we are getting a very reasonable price from this subscriber. If Smith were called in on this one he would cut our prices in half to secure this very valuable subscriber.

INSP. BY PLTF.
DATE SEP 27 1960
BY
01277

R. F. Ethridge
R. F. Ethridge
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

40

[fol. 2459]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Bell & Howell Company

STREET ADDRESS: 8804 Sovereign Row

CITY AND STATE: Dallas, Texas

CENTRAL STATION: Dallas, Texas

SYSTEM: BA-CRT 022

VOCATIONAL CODE: 351-B Whlse.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: AAA 1

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAY TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00	16	55.00	880.00
15	20.00	300.00			
SUB-TOTAL		570.00			
WIRE FACILITY COST $ 78.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		21.00			
TOTAL MINIMUM BASIC CHARGE		591.00	TOTAL MINIMUM BASIC CHARGE		880.00
TOTAL AMOUNT SECURED	60	355.00	TOTAL AMOUNT SECURED		---
DIFFERENCE (EXPLAIN BELOW)		236.00	DIFFERENCE (EXPLAIN BELOW)		880.00

REMARKS: Deficits due to competitive situation.
Please send two approved copies of agreement to A. S. Jacks, Chicago office, for transmittal to subscribor.

ALSO ENTITLED TO COMMISSION CREDIT: A. S. Jacks, Chicago

James D. Patton SALES REPRESENTATIVE — 5-16-57 DATE

REMARKS: Please see correspondence attached

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

O. L. Scott MAY 20 1957

DISTRICT SALES MANAGER — DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

47

INSP. BY [illegible] DATE [illegible]

S-F-S EXPEDITE

DATE RECEIVED BY CENTRAL STATION

DATE RECEIVED FROM CENTRAL STATION

CONTRACT ACCEPTED BY

DATE CONTRACT SENT TO SUBSCRIBER

CONTRACT DATA

B97341

The Morris Stores, Inc. No. 5

2148-50 Ft. Worth Avenue

Dallas, Texas

CENTRAL STATION MAINTAINED FROM: Dallas, Texas

SYSTEM: BA-CS-LOC 023

VOCATIONAL CODE NUMBER — DESCRIPTION: 301-C Dept. Store

PROPERTY VALUATIONS
BUILDINGS ONLY (CROSS ALARM SYSTEMS ONLY): $
CONTENTS ONLY (CROSS AND BURGLAR ALARM SYSTEMS): $ 65,000

SPECIAL BILLING INSTRUCTIONS:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER: B47104
- DATE OF CONTRACT: B-45415
- TERM OF CONTRACT: 12-13-54
- ANNUAL SERVICE CHARGE: 5 years
- DATE EFFECTIVE: $382.00
- SERVICE WITH: Above 1-1-55 RD

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 12-31-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES — ADVANCE

ANNUAL PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
22.00	270.00			
	176.00			
	446.00			
		PLANT ESTIMATE (WHERE REVISED FOR ADVANCE SERVICE CHARGE)		
	446.00	TOTAL MINIMUM BASIC CHARGE		
	300.00	TOTAL AMOUNT RECORDED		
	146.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INSP. BY PLTF. DEPT. MAY 1 1962 BY [illegible] 24503

Deficit due to Subscriber's refusal to pay more. Advised he can get competitor's service for less. In order to keep competitor out of this growing chain, we agree to renew at the above rate.

R. F. Ethridge — SALES REPRESENTATIVE — 1-5-60 DATE

EXEC. SUPT. — DATE RECEIVED BY DIVISION SALES MANAGER — JAN 11 1960 A.M. 7 8 9 10 11 12 1 2 3 4 5 6

DATE RECEIVED FROM DIVISION SALES MANAGER

RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — JAN 6 1960 DATE

CONTRACT APPROVED BY — 1/13

RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1750

[fol. 2462]

CONTRACT DATA

K-47

CATION OF SYSTEM

SUBSCRIBER'S NAME: Pollock Container Corporation

STREET ADDRESS: Shiloh Road and Miller Road

CITY AND STATE: Garland, Texas

CENTRAL STATION HANDLING FOR: Dallas, Texas

SYSTEM: UP 051

OCCUPATIONAL CODE NUMBER: 385-0 Paper Products

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) 8; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM) 10

SPECIAL BILLING INSTRUCTIONS: Send bill to: Pollock Paper Corp. 2236 Cockrell St. Dallas, Texas

W CONTRACT		SERVICE		OLD CONTRACT	
EW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
EW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
UPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
ENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
ENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
ENEWAL, ADDITIONAL SERVICE		NEW YORK	X	SERVICE WITH:	
ENEWAL, LESS SERVICE		DISTRICT			

EDIT REFERENCES: Pollock Paper Corp. Aud. V-15382, T-23517; V-14960, V-14960.

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO: 8-31-57

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		315.00	8	130.00	1040.00
7	48.00	336.00			
SUB-TOTAL		651.00			
BASE FACILITY COST @ 90.00					
BASE FACILITY COST EXCESS OF 10%		24.90	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
TOTAL MINIMUM BASIC CHARGE		675.90	TOTAL MINIMUM BASIC CHARGE		1040.00
TOTAL AMOUNT SECURED		414.00	TOTAL AMOUNT SECURED		250.00
DIFFERENCE (EXPLAIN BELOW)		261.90	DIFFERENCE (EXPLAIN BELOW)		790.00

INSP. BY PLT. DRAW. BY Tyler

24500

REMARKS: Deficits due to competitive situation. This was the maximum obtainable, as competitor tried hard to get this business.

Please return subscriber's approved copy to Pollock Paper Corp., attention Purchasing Dept., P.O. Box 5325, Dallas 22, Texas.

EXEC. SALES DEPT. RECEIVED SEP 12 1957

ALSO ENTITLED TO COMMISSION CREDIT: J. J. Concannon

James D. Patton, SALES REPRESENTATIVE — 8-30-57 DATE

REMARKS: This company as part of 44 Paper Corp. At the present time we like many Pollock Container locations. It is important that competition is kept [illegible]

CONTRACT EXECUTED BY: NOT ON FILE — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: J. R. Gerdes, DISTRICT SALES MANAGER — SEP 9 1957 DATE

CONTRACT APPROVED BY: [illegible] 9/11/57

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO CREDIT DEPT.

1751

[3-3465]

CONTRACT DATA

✓ #6

5.15.27

CENTRAL STATION MAINTAINED FROM: Dallas, Texas

SYSTEM: DM-CKT 022

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 44-C Retail Liquor

PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER PROTECTED ONLY): $
CONTENTS ONLY (SPRINKLER AND SPRINKLER ALARM PROTECTED): $2,000

SPECIAL BILLING INSTRUCTIONS

OF SYSTEM: Sowell Liquor Store
: 532h Maple Avenue
: Dallas, Texas

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK:
DISTRICT:

OLD CONTRACT
AUDITOR'S NUMBER:
DATE OF CONTRACT:
TERM OF CONTRACT:
ANNUAL SERVICE CHARGE: $
DATE EFFECTIVE:
SERVICE WITH:

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 6-30-61 ✓

-77223

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		300.00	4	65.00	260.00
1	24.00	72.00			
		372.00			
			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		372.00	TOTAL MINIMUM BASIC CHARGE		260.00
		240.00	TOTAL AMOUNT SECURED		--
		132.00	DIFFERENCE (EXPLAIN BELOW)		260.00

EXECUTIVE OFFICE USE

INSP. BY-PASS ST. DATE MAY 1962 BY

Sub-basic due to competitive situation. See 701 for complete detail.

TO COMMISSION CREDIT

D. L. Fisher SALES REPRESENTATIVE 6-29-61 DATE

RECEIVED JUL 5 1961

I was with Mr. Fisher on this call and personally competitor's contract. It was necessary to meet titor's price to secure this job. This subscriber is paying trouble-free account at another location.

INSTRUCTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: D. Patton DISTRICT SALES MANAGER JUL 3 1961 DATE

CONTRACT APPROVED BY: R 2 7/7

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

70

[fol. 2466]

CONTRACT DATA

LOCATION — SYSTEM

SUBSCRIBER'S NAME: Texas Instruments Incorporated (Semi-Conductor Components Bldg.)

STREET ADDRESS: N. Central Expressway & Valley View Road

CITY AND STATE: Dallas, Texas

CENTRAL STATION: Dallas, Texas

SYSTEM: SSMF 051

OCCUPATIONAL CODE NUMBER: 13h-B Mfg. Elect.

PROPERTY VALUATION INCREMENT: BUILDINGS ONLY 3,000; OTHER PLANT INSTALLATION 1,500

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	___	CENTRAL STATION	X	AUDITOR'S NUMBER	K-4744
NEW TENANT	___	DIRECT-CONNECTED	___	DATE OF CONTRACT	2-4-57
SUPPLEMENTAL	X	LOCAL ONLY	___	TERM OF CONTRACT	5 years
RENEWAL, SAME RATE	___	PROPRIETARY		ANNUAL SERVICE CHARGE	2090.61
RENEWAL, INCREASED RATE	___	NATIONAL ACCOUNT		DATE EFFECTIVE	4-1-58
RENEWAL, ADDITIONAL SERVICE	___	NEW YORK	___	SERVICE WITH:	Texas Instruments Incorporated
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER PAID TO: 3-31-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
13	50.00	650.00	13	133.00	1729.00
SUB-TOTAL		650.00			
WIDE FACILITY COST $ ___ WIDE FACILITY COST EXCESS OF 10%			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
TOTAL MINIMUM BASIC CHARGE		650.00	TOTAL MINIMUM BASIC CHARGE		1729.00
TOTAL AMOUNT SECURED		487.50	TOTAL AMOUNT SECURED		534.30
DIFFERENCE (EXPLAIN BELOW)		162.50	DIFFERENCE (EXPLAIN BELOW)		1194.70

REMARKS: Deficits necessary as subscriber wouldn't pay more. We were forced to greatly reduce prices to get the first contract with these people because of competition and the amounts secured were the best obtainable on this additional service at this time. We will gradually step up our prices and within a couple of years we will be getting near standard rates of this subscriber.

Approval required this is expected of [illegible]

INCR BY B.T. DATE: [illegible] BY: [illegible] 2461

ALSO ENTITLED TO COMMISSION CREDIT

D. M. Fisher — SALES REPRESENTATIVE — 4-17-59 DATE

APR 30

REMARKS: by ADT DM 2541 6/10/60 [illegible]

CONTRACT EXECUTED BY: ___ DISTRICT SALES MANAGER ___ DATE

CONTRACT RECOMMENDED BY: J. S. Potter DISTRICT SALES MANAGER APR 27 1959 DATE

CONTRACT APPROVED BY: [signature]

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BUSINESS OFFICE

CONTRACT DATA

Texas Instruments Incorporated
6000 N. Central Expressway & Valley View Road
Dallas, Texas

CENTRAL STATION MAINTAINED FROM: Dallas, Texas
SYSTEM: SSWF 057 prior 059
VOCATIONAL CODE NUMBER — DESCRIPTION: 134-B Mfg. Elect. Inst.
PROPERTY VALUATION: 5,000,000
BUILDINGS ONLY (SPARK ALARM SYSTEMS ONLY)
CONTENTS ONLY (SPARK AND BURGLAR ALARM SYSTEMS): 0
SPECIAL BILLING INSTRUCTIONS

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED; LOCAL ONLY; PROPRIETARY
NATIONAL ACCOUNT: NEW YORK DISTRICT
R&D CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

W-43389, W-51588 DUN AND BRADSTREET'S RATING; NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 3-31-58

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	315.00	SSWF 30	130.00	3900.00
48.00	1392.00			
48.00	672.00	Ammun. 14	130.00	1820.00
	768.00	Bells		2588.00
48.00	96.00	2	130.00	260.00
	2397.00			
312.00	122.58	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE) Annunciator		1591.28
	2616.78	TOTAL MINIMUM BASIC CHARGE		6032.00
111.	1940.61	TOTAL AMOUNT SECURED 19%		840.00
	676.17	DIFFERENCE (EXPLAIN BELOW)		5192.00

Deficits due to active competitive situation.
Please return approved copy to Texas Instruments, Inc., 6000 [illegible], Dallas, Texas. Attention: Mr. Fred Snyder, Senior

Recommend approval with new prices 7/17/57

D. M. Fisher 9-5-57
SALES REPRESENTATIVE DATE

INSP. BY PLTF.
DATE MAY 1 1962
BY
24614

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Recommended solely to keep opposition in a new development — [A. E. Smith] Stip. No. 1

DRAWN BY

CONTRACT RECOMMENDED BY
J. K. Smith SEP 12 1957
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
Gaston

CHECKED BY
DATE

SENT FROM EXECUTIVE OFFICE

BASIC CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

74

1754

[fols. 2468-2469]

CONTRACT DATA

B-24237

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Whitley Drug Store

STREET ADDRESS: 3900 Hemphill Street

CITY AND STATE: Fort Worth, Texas

Central Station: Fort Worth, Texas
System: BA-DW 021
Occasional Code Number: 129-3 Drug Store
Property Character:
Exclusive Only / Some Class Over Wire
Combined Only / Some and Exclusive Class Over Wire
Special Shading Instructions:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: B 1

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

Executive Office:

INSP. BY PLT.
DATE
BY

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	17	44.00	748.00
17	20.00	340.00	2 Vibrating contacts	10.00	20.00
			1 Vibrating relay		50.00
SUB-TOTAL		610.00			
WIRE FACILITY COST $			PLANT ESTIMATE (UNLESS OBVIOUS FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		610.00	TOTAL MINIMUM BASIC CHARGE		818.00
TOTAL AMOUNT SECURED 49%		300.00	TOTAL AMOUNT SECURED 37%		300.00
DIFFERENCE (EXPLAIN DELAY)		310.00	DIFFERENCE (EXPLAIN DELAY)		518.00

REMARKS

Deficit on annual and advance due to competitive bid with Smith Detective Agency.

ALSO ENTITLED TO COMMISSION CREDIT

H. M. Huckabee — SALES REPRESENTATIVE — 11-25-58 — DATE

Not very good a revenue standpoint but necessary to meet competition.

REMARKS

Due to growing competition in Fort Worth, recommend acceptance.

J.D. Patton

CONTRACT EXECUTED BY	CONTRACT RECOMMENDED BY	
DISTRICT SALES MANAGER — DATE	John D Patton DEC 1 1958 — DISTRICT SALES MANAGER — DATE	
CONTRACT RECEIVED FROM EXECUTIVE OFFICE	DATE CONTRACT RELEASED	DATE CONTRACT SENT TO HOME OFFICE

[fol. 2470] IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 183
Dayton, Ohio

COMPETITION REPORT

REPORT NO. 28

DATE 6-24-59 CENTRAL STATION CITY Dayton, Ohio

PROSPECT'S NAME Fame of Dayton, Inc.

PROSPECT'S ADDRESS 5995 Springboro Pike, Dayton 30, Ohio

CLASS OF SERVICE DI-MISC NO. OF UNITS 45

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Dayton Electronics Co.

ADT STANDARD CHARGES

Annual Service Charge	Advance Service Charge
$1391.00	$3012.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
Annual Service Charge	Advance Service Charge	Annual Service Charge	Advance Service Charge
$1040.00	$ none	$ 600.00	$600.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12

REMARKS

Present Subscriber in Cleveland and Columbus, Ohio. Has plans for two new locations in this district. The above amount was the best we could secure. We cut the installation so that we would not be forced to greatly reduce the annual.

E. F. Morrisey
Sales Representative

A. S. Jacko
District Sales Manager

2

[fols. 2471-2473]

COMPETITION REPORT

REPORT NO. 33

DATE 9-9-60 CENTRAL STATION CITY Dayton, Ohio

PROSPECT'S NAME Gershow's Super Markets, Inc.

PROSPECT'S ADDRESS Marian Meadows

CLASS OF SERVICE BA-MTSC NO. OF UNITS 17

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR _____

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ ~~1065~~ 660.00	$ 1055.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 456.00	$ 625.00	$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 2

REMARKS

A.D.T. currently is protecting five locations with this Sub. In every negotiation as revealed in our files, A.D.T. experienced stiff competion from Dayton Electron often necessitating rebidding as frequent as four times. Sub, in this negotiation was originally quoted M.P.R. This rep. was told by Sub, that he was disgusted with the way A.D.T. tried to feel his purse in negotiating. He then produced a file indicating how quickly A.D.T.would rebid when confronted with "realistic quotations"from our competitor. Sub then stated that he felt it was time to do business with "ethical"people. In the face of these threats thefigures reflected hereupon were the best that could be secured.

W. A. Clark
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

RECEIVED
DATE
BY
03814

10

1757

[74-3675]

FORM 701 10-001

COMPETITION REPORT

REPORT NO. 117

1-20-60 CENTRAL STATION CITY DAYTON, OHIO

ECT'S NAME THE FIDLER & JOHNSTON COMPANY

ECT'S ADDRESS 111 SOUTH MAIN STREET, DAYTON 2, OHIO

OF SERVICE ASSP NO. OF UNITS 8

OST JOB SECURED X

OF COMPETITOR Dayton Electronics Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 770.00	$ 1080.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$ 425.00	$ UNKNOWN	$

XIMATE SALES PRODUCTION HOURS CONSUMED 3

REMARKS

petitor was aware of the fact that we were attempting to secure this service ed to be pretty well informed as to the way we were quoting on the job. tor also operates Merchants' police Watch Service. In addition to the services specified in the sprinkler agreement used by our competitor, he d a rider to the agreement which provided for necessary pumping up of the the dry system when required and a periodic inspection of sprinkler heads cals. Subscriber attempted to secure the same arrangement from ADT however ained to him very forcefully that we did not render such services and emphasized the point that our competitor was not qualified to make such ments. In view of the fact that this is a downtown location where we rather large four system, we felt it necessary to secure this account cost.

DATE

W. A. Clark W. A. Clark
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

[fol. 2476]

COMPETITION REPORT

REPORT NO. 271

DATE 8-29-61 CENTRAL STATION CITY Dayton, Ohio

PROSPECT'S NAME Dayton and Montgomery County Public Library

PROSPECT'S ADDRESS 215 E. Second St., Dayton 2, Ohio

CLASS OF SERVICE BA-MISC NO. OF UNITS 19

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Dayton Electronics Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 684.00	$ 15.25.55

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 300.00	$ 175.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 300.00	$ 175.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30

REMARKS

Prospect was approached for fire alarm protection. We discussed fire alarm service with him at great length and gave him a tentative proposal. Our fire alarm proposal was turned down and prospect discussed burglar alarm service with us. He pointed out to us that he had discussed the problem of vandals and perverts with Mr. Mason Barnell, Supt. of Dayton schools. Mr. Barnell advised him to contract with Dayton Electronics Company for Ultrasonic-type burglar alarm service, similar to that employed in the Dayton schools. Prospect asked us if we could provide a similar service as that being rendered in the schools. We proceeded to discuss the extent of service with prospect at great length. During this discussion it was pointed out to us that our competitor had been installing this service in the schools for approximately $200.00 and a monthly service charge of $25.00. We were further advised that the job would be awarded to the lowest bidder. Our competitor knew that we were negotiating with the library at the same time he was. We submitted a bid as reflected hereon. The library director advised us several days later that the bids were identical and he did not know who would be awarded the job. He felt at this time that Dayton Electronics would

(Continued on reverse side)

INCP CY FILE
DATE APR 19 1962
BY 155-1

W. G. Clark W. G. Clark
SALES REPRESENTATIVE

R. S. Jacks
DISTRICT SALES MANAGER

15

REMARKS - continued:

the job because of their very satisfactory performance record with the city schools. However a member of the Board of Directors of the Dayton , who was also an ADT booster, pushed very hard that ADT be given an ity to demonstrate the type service they could render under this cir- ce. For this reason it was decided to give ADT the job.

[fol. 2478]

COMPETITION REPORT

REPORT NO. [illegible]

DATE 1-15-60 CENTRAL STATION CITY Dayton, Ohio

PROSPECT'S NAME Davue Storage Company

PROSPECT'S ADDRESS 750 Rosedale Drive, Dayton 7, Ohio

CLASS OF SERVICE PA; SSF; L-MISC NO. OF UNITS 43

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Dayton Electronics Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3,617.50	$ 1,357.50

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3451.00	$ 750.00	$ 3451.00	$ 3250.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 7

REMARKS

Former Subscriber. The Union Storage Co., sold warehouse space to New Subscriber. Negotiations for resale were carried on with new owner for approximately three months. We were notified that the new owner had signed an agreement with our competitor and advised to remove our equipment immediately. Sub. indicated that our quotation of $5,657.00 was very much above that of our competitor's. Our competitor furthermore was quoting on self-contained detector-transmitters on all gates and UF devices. In addition to these features he was to provide recorder-type equipment in the guard shanty of this subscriber that would receive all PA, SSF alarm signals simultaneously with those received by our competitor's central office. When we claimed disbelief this Sub. showed us our competitor's proposal where the above features, plus a complete replacement of equipment now installed by ADT were quoted at an installation fee of $3250.00 and an annual srvc. chge. of $3451.00. At this point we discovered that this Sub. had not informed Dayton Electronics that they were to be awarded the contract. Sub. refused to discuss a second bid from ADT at this point declaring ethics would not permit him such action. We then went to visit the safety director of this company with whom we are fairly well acquainted.

(Over)

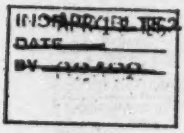
W. A. Clark
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

17

[illegible]

h his intercession we were given an opportunity to match our
itter's annual service charge in order to be awarded the job. After
rd discussion with this Sub, we were able to persuade him to accept
rision of UP signals and the installation of a direct wire telephone
ive UI signals. Since the bulk of our equipment was already installed,
uld not agree to more than a $750.00 installation charge, in view of
petitor's $3250.00 quotation for installing this job completely.



[fol. 2480]

COMPETITION REPORT

REPORT NO. 351

DATE 7-13-60 CENTRAL STATION CITY Dayton, Ohio

PROSPECT'S NAME City of Dayton, Safety Building

PROSPECT'S ADDRESS 325 W. Third St., Dayton 2, Ohio

CLASS OF SERVICE LBA - Outright Sale NO. OF UNITS

JOB LOST JOB SECURED X

NAME OF COMPETITOR Dayton Electronics Co.

ADT STANDARD CHARGES			
ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE	
$	Outright Sale	$	2120.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$ 50.00	$ See remarks	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8

REMARKS

This alarm will be used to protect the traffic court criminal records, etc., in the Dayton police department. Since the nature of this protection would seem to be rather embarrassing to the police department we did quite a bit of ground work to get the police chief's sentiments as to this particular installation. In talking with Chief Price we found him readily receptive and in favor of such a burglar alarm system. In our conversation Chief Price pointed out that in view of the favors rendered to ADT by the city of Dayton and the police department in particular, he felt that ADT should reciprocate at this time and make this installation free of charge. He did not say this in as many words but his implications were very clear. Furthermore Chief Price stated that our competitor was being consulted. The chief went on to say that Mr. Boober, our competitor's general manager, was a very civic minded person and he was quite sure Mr. Boober would cooperate with the police department to the very fullest extent. Further discussion with the building superintendent disclosed that Dayton Electronics had submitted a quotation. We were unable to ascertain at that time whether or not this was to be a gratis installa-

(continued on reverse side)

W. A. Clark W.A.Clark
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

23

S, continued:

AIF seemed to be in a precarious position at that time, since our equip-
as much more bulky than that proposed by our competitor. Space is at a
m in the Safety Building. After many visits to the Safety Building and
sions with the building superintendent and chief electrician, we were
convince him that efficient burglar alarm operation such as that con-
ted for the Safety Building would require equipment which was of necessity
cumbersome.

e unaware of our competitor's quotation but felt it necessary to secure
ervice since the ill publicity in the event that our competitor would have
the purchase order would have far outweighed any possible profit that
be derived from a sale which would have approximated our outright sale
rendered by our special sales division.

APR 18 1962
DATE
BY

[fols. 2482-2484]

COMPETITION REPORT

REPORT NO. 102

DATE 8-27-59 CENTRAL STATION CITY DAYTON, OHIO

PROSPECT'S NAME Wolf Creek Soap Company

PROSPECT'S ADDRESS 1940 W. Western Avenue, Dayton 27, Ohio

CLASS OF SERVICE PA-WU and IS-WSC NO. OF UNITS PA-1&2 IS-2

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Dayton Electronics Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1145.00	$ 2074.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 96.00 ~~900.00~~	$ 300.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ see remarks	$ none

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

Substandard due to competition with Dayton Electronics Co. Unable to obtain D.E. quote but it was intimated during the conversation that competitor's price was lower than ADT. Also it is felt that it was to our advantage to secure this account at this time for the following reasons. This company has recently been taken over by a new owner. He is planning on rebuilding the now incomplete and inoperative sprinkler system and he has been informed of ADT sprinkler supervision. He has shown interest in SS and WU and also in Acro Auto-tic Fire Alarm in the office area which he is now remodeling. There are several buildings on the premises that are going to be used as warehouses at a future date and he has requested that PA surveys be made at that time. In view of the fact that this account shows good potential for additional service in the near future it is respectfully requested that this account be approved. Also this subscriber has suffered a series of breakins in the past few weeks and is quite concerned about the security of his buildings. For this reason it is felt that if the necessary papers were expedited as soon as is reasonably possible, it would be a point in ADT's favor for securing the future additional business.

INSP. BY PLTF. DATE APR 19 1962 BY 90105

N. Schaft for E.F. Harrisey
SALES REPRESENTATIVE

A. S. Jackson
DISTRICT SALES MANAGER

1765

CONTRACT DATA

NAME OF SYSTEM

SUBSCRIBER'S NAME THE RIKE-KUMLER CO. DIVISION OF FEDERATED DEPT. STORES, INC.

INSTALLATION ADDRESS S. E. CORNER MAIN & MONUMENT

CITY AND STATE DAYTON 2, OHIO

CONTRACT I

INSTALLATION —

PAINT —

GENERAL —

ANNUAL RATE —

INCREASED RATE —

ADDITIONAL SERVICE —

CANCEL SERVICE —

SERVICE
- CENTRAL STATION X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY

NATIONAL ACCOUNT
- NEW YORK —
- DISTRICT

OLD CONTRACT
- AUDITOR'S NUMBER
- DATE OF CONTRACT
- TERM OF CONTRACT
- ANNUAL SERVICE CHARGE $
- DATE EFFECTIVE
- SERVICE WITH

CENTRAL STATION MAINTAINED FROM: DAYTON, OHIO

SYSTEM: BA-DW

VOCATIONAL CODE NUMBER — DESCRIPTION: 38-C auto accessories

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ —
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 35,000.00

SPECIAL BILLING INSTRUCTIONS: Bill to Subscriber at:

Dayton 1, Ohio

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 12-1-59

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NO. OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	6	43.00	258.00
1	11.00	11.00	1	21.50	21.50
10	22.00	110.00			
		391.00			
UTILITY COST $ ——			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
UTILITY COST EXCESS OF 10%					
MINIMUM BASIC CHARGE		391.00	TOTAL MINIMUM BASIC CHARGE		279.50
AMOUNT SECURED		252.00	TOTAL AMOUNT SECURED		0
DEFICIT (EXPLAIN BELOW)		139.00	DIFFERENCE (EXPLAIN BELOW)		279.50

INSP. BY PLTF.
DATE MAY 1 1962
BY
24000

Deficit due to competition-form 701 attached. Our competitor, Electronics Co., bid very strongly for this downtown location. Rike-Kumler Co. has been the focal point of the competitive struggle the electrical protection service in Dayton. Our competitor considers this account the prestige account in this city and is making an effort to secure this account in entirety. Securing this ~~account~~ relocation will be a positive factor in elevating the morale of all employees in Dayton who, with downtrodden hearts, witnessed the loss of Rike's downtown department store. Sub's approved copy of contract to be returned to Subscriber, at Dayton 1, Ohio, Attention Mr. Eaton.

W. E. Smith — R. A. Clark — 1-5-60
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

1-6

CONTRACT EXECUTED BY
SUBSCRIBER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

42

1766

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 184

[fol. 2486]

Denver, Colorado

COMPETITION REPORT

REPORT NO. 66

DATE 8-25-58 CENTRAL STATION CITY Denver, Colorado

PROSPECT'S NAME Whitehouse Cleaners

PROSPECT'S ADDRESS 2863 Walton Street

CLASS OF SERVICE BA NO. OF UNITS 14

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Denver Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 543.00	$ 748.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 433.20	$ none

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 300.00	$ 96.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

The above Subscriber has various locations in the Denver area, and the writer contacted Mr. Popiel when it was ascertained that he was opening a new branch. Our Competitor offered to use about 35 units on this installation against our 14 units. I had a very nice session with Mr. Popiel, and if this installation proves to his satisfaction, we stand a very good chance of securing all new business, and possibly some of our Competitors' installations.

SUPPLIED
DATE
BY
07798

John M Eckert
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1767

FORM 701 [illegible]-561

COMPETITION REPORT

REPORT NO. 221

July 18, 1961 CENTRAL STATION CITY Denver, Colorado

ECT'S NAME Carpenter Paper Company

ECT'S ADDRESS 4800 East 48th Avenue, Denver, Colorado

OF SERVICE SS/WF NO. OF UNITS 13

OST JOB SECURED Yes

OF COMPETITOR Denver Burglar Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 715.00	$ 1755.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
.00	$ 1053.00 (60%)

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ Unknown	$ Unknown

XIMATE SALES PRODUCTION HOURS CONSUMED 6

REMARKS

bove subscriber is a St. Louis National Account, with ADT Service
ir locations throughout the country. We have service with this subscriber
eir present location, but to secure service at new location we had to
ver one and only competitor - DBA. Due to the competitive situation we
only able to secure 60% of standard rates. It seems that we cannot
on our National Accounts for full strandard rates - competition is
ng stronger. Some companies appetite is not being satisfied with local
ent - they are now looking to the big companies for business.

INSP. BY FIRE
DATE APR 19 1962
BY 08153

T. P. Macauley
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

2

[fol. 2488]

COMPETITION REPORT

REPORT NO. 36

DATE January 16, 1958 CENTRAL STATION CITY Denver, Colorado

PROSPECT'S NAME General Electric Sales

PROSPECT'S ADDRESS 5390 East 39th Avenue

CLASS OF SERVICE SSWF&IPS NO. OF UNITS 11

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Denver Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 795.00	$ 1430.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 420.00	$ 636.00	$ 386.00	$ 610.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

Rather than allow our Competitor "The Denver Alarm Company" to secure another of our N/A in the Denver area(They secured General Electric Supply Company at location on Quivas Road in June of 1957, BA & SSWF), it was necessary to reduce our installation and annual charges as indicated. This Competitor is resorting to vicious tactics, and in this instance, offered to install additional MFA Stations, at no extra cost to Subscriber, to enhance their possibility of securing agreement. This instance will serve as no criteria for future involvements with Competition, however, it is the general consensus of all concerned in this office, that unless we also resort to Dog eat Dog tactics on specific occasions more and more accounts will appear on the board for our Competitor.

INSP. BY P.
DATE
BY 07774

COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

6

1769

Form 781 (10-58)

COMPETITION REPORT

REPORT NO. _____

10-1-58 CENTRAL STATION CITY Denver

ECT'S NAME General Motors Corporation, A Delaware Corporation, Chevrolet Motor Division

ECT'S ADDRESS Kearney St. at 44th Ave.

OF SERVICE BA, WF, IP NO. OF UNITS BA - 60 WF - 12 TP - 3

OST JOB SECURED Yes

OF COMPETITOR Denver Burglar Alarms, Inc.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2,580.00	$ 5,290.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
00	$ 3,048.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
* $ 1,104.00	* $ 2,547.00

IMATE SALES PRODUCTION HOURS CONSUMED 60

REMARKS

itor's quotation included 10 shut off valves and 2 manual fire alarm boxes dition to service being furnished by ADT. Both quotations include complete llation during building construction. Approximately 60% M&R best obtainable. lot Division also received information from Denver Burglar Alarms, Inc. that re a member of the "Central Station Electrical Protection Association", and e could be rendered on a nation-wide basis in approximately 20 key cities at ble prices as quoted on the Denver location.

INSP. DATE BY 07773

J. A. SURRIS
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

7

1770

[fol. 2430]

COMPETITION REPORT

REPORT NO. 138

DATE 8-11-60 CENTRAL STATION CITY Denver

PROSPECT'S NAME The Goodyear Tire & Rubber Company

PROSPECT'S ADDRESS 1555 Lincoln Street

CLASS OF SERVICE BA NO. OF UNITS 29

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Denver Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 804.00	$ 1110.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 546.00 (68%)	$ 426.00 (38%)

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 319.00	$ 900.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8

REMARKS

Although we were still approx: $225.00 higher per annum on the annual service charge, N/A was able to secure agreement due to our exceedingly lower advance service charge; The only reason our Competitor was this high on the advance service charge was due to their figuring a complete Ultra-Sonic System, which in ADT's method of computation would have put us out of the picture entirely had we endeavored to figure the alarm on this basis.

INSP. BY PLTF.
DATE APR 17 1962
BY

John M Eckert
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

FORM 101 (5-52)

COMPETITION REPORT

REPORT NO. [illegible]

[illegible] CENTRAL STATION CITY [illegible]

ECT'S NAME [illegible]

ECT'S RSS [illegible]

OF SERVICE [illegible] NO. OF UNITS 23

ST [illegible] JOB SECURED [illegible]

OF COMPETITOR [illegible]

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 7[illegible]	$ 92[illegible]

ADT QUOTATION

	ADVANCE SERVICE CHARGE
[illegible] (7.)	$ 22[illegible] (57.)

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 33[illegible]	$ 220.[illegible]

ESTIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

[illegible] indirect approval due to one of Subscribers' employee's being a former [illegible] employee who was more much at her ease [illegible] Co. [illegible] Alarm" Bell Ringing was the major factor in securing a Permit.

[illegible] referred to me by telephone and in effort to secure the business [illegible] quoted rates to be quoted."

L. M. DeSchane

INSP. BY PLTF
DATE APR 19 1952
BY [illegible]
07482

[illegible]
SALES REPRESENTATIVE

[illegible]
DISTRICT SALES MANAGER

[fol. 2492]

COMPETITION REPORT

REPORT NO. 61

DATE 12/16/59 CENTRAL STATION CITY Denver, Colo.

PROSPECT'S NAME Lande Mfg. Co.

PROSPECT'S ADDRESS 1620 - 15th. Street

CLASS OF SERVICE FA & SS & F NO. OF UNITS 17 SS & F

JOB LOST X JOB SECURED

NAME OF COMPETITOR Denver Lab. Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2113.00	$ 1326.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 824.00	
866.40	none(now instd.)

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 480.00	
465.00	110.00 for

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 18

REMARKS

This was an attempted resale which blew up in our faces due to competitor's low rates. It should be obvious that in order to stay in the competition our rates on all services should be not more than 60% of NER on annual service charge and 50% on advance charge. We would still be higher than competitor but close enough to be in the running. It should also be noted that every one of these lost deals to competitor hurts the salesman financially . It is felt some plan should be worked out by New York office to compensate salesmen for their lost commissions in these cut-throat competitive territories, because they work harder and get less for their efforts.

NEW YORK BUREAU
DATE JUL 19 1962
BY 07781

R.J.Sians
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

10

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. 45

DATE March 17, 1958 CENTRAL STATION CITY Denver, Colorado

PROSPECT'S NAME Skaggs Drug Center

PROSPECT'S ADDRESS 500 Sixteenth Street

CLASS OF SERVICE BA HUA NO. OF UNITS 12

IF LOST JOB SECURED yes

NAME OF COMPETITOR Denver Alarm Company

RECEIVED PLTP. Date 3-19-58 By 07794

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 490.00	$ 528.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
00.00	$ 132.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 268.00	$ 132.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3

REMARKS

Subscriber sustained a substantial loss due to recent robbery, and the writer immediately contacted them relative to ADT Service as did our Competitor relative to theirs. Secured the job against severe Competition only because of an immediate follow up of proposal on Saturday morning. I knew our Competitor would not see them again until the following Monday. Our Competitor also offered to protect all plate glass for no additional charge and this would have meant approx. 12 more units ADT-wise. This is one of The Largest Chains in Denver, and if we do not accept this agreement as is, we might as well hand them a silver platter all future locations with the above. This location is right in the heart of Downtown Denver, and this is the ideal prospect that our Competitor looks for to display her exterior signs, and use the name of Skaggs Drug Chain for advertising purposes.

(OVER)

John H Eckert
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

15

[fol. 2494]

CON.T.

I quote ver-batim, Mr. Austins remarks prior to executing agreement.

"Mr. Eckert I cannot justifiably accept your agreement at your standard rates in comp
to the rate offered by your Competitor, they have been in business longer in Denver th
your Company, they have an approved Central Station, and offer the same Insurance Cre
as your Company, they have offered more protection than your proposal calls for, and h
also offered a quicker completion date" We hear this story more and more in The Denve
and many times, feel like we're up the creek without the old paddle watching our Compe
secure more and more jobs W/A and all. I sincerely believe this agreement should be ju
iately accepted as it will surely open the door for future business, and make the wri
feel that all the work applied to this job will not have been in vain.

CONTRACT DATA

FORM 400 (3-58)

1773

Capitol Federal Savings & Loan Association

1625 Court Place

Denver, Colorado

CENTRAL STATION MAINTAINED FROM: Denver, Colorado

SYSTEM: BA Misc 029

VOCATIONAL CODE NUMBER — DESCRIPTION: 153-3 Savings & Loan

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: —
- DATE OF CONTRACT: —
- TERM OF CONTRACT: —
- ANNUAL SERVICE CHARGE: $ —
- DATE EFFECTIVE: —
- SERVICE WITH: —

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $ 60,000.00
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO: —

rt of Business ATT.

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	270.00	270.00	9	44.00	396.00
	20.00	160.00			
		430.00			
...ST $ 43.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
...ST EXCESS OF 10%					
...W BASIC CHARGE	430.00		TOTAL MINIMUM BASIC CHARGE		396.00
...E SECURED	390.00		TOTAL AMOUNT SECURED		252.00
...EMAIN BELOW)	40.00		DIFFERENCE (EXPLAIN BELOW)		144.00

3% of ADM. S.C. secured, and 90% of ANN. S.C. secured, these ...s rate necessary due to Competitive bids from The Denver Alarm ...any.(See Competition Report #54 this date); Approved copy of ...ment to be returned to the above address Attn: Mr. Arthur W. ...r Jr. President. ~~XXXX~~ Also necessary to insert clause #19 on ...rse side of agreement, letter attached explaining in detail ...son for this clause.

...D TO COMMISSION CREDIT: C.C. Blank 25%

John K Eckart — SALES REPRESENTATIVE — 6-12-58 DATE

Approval

EXECUTIVE OFFICE USE

INSP. BY RLTF
DATE MAY 1 1962
BY
2494-2

DATE RECEIVED BY GENERAL SALES MANAGER: JUN 18 1958

DATE RECEIVED FROM GENERAL SALES MANAGER

...ECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 6-16-58 DATE

CONTRACT APPROVED BY — 6/25

...IVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

[fol. 2496]

CONTRACT DATA

1-5-57

LOCATION SYSTEM

SUBSCRIBER'S NAME: Carpenter Paper Co.

STREET ADDRESS: 1506 - 23rd St.

CITY AND STATE: Denver, Colorado

CENTRAL STATION MAINTENANCE FROM: Denver, Colo.

SYSTEM: 55 F (M)

VOCATIONAL CODE NUMBER — RECEIVING: 385-2 Proof Proj

NEW CONTRACT
- NEW INSTALLATION: —
- NEW TENANT: —
- SUPPLEMENTAL: —
- RENEWAL, SAME RATE: Y
- RENEWAL, INCREASED RATE: —
- RENEWAL, ADDITIONAL SERVICE: —
- RENEWAL, LESS SERVICE: —

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT (St. Louis): X

OLD CONTRACT
- AUDITOR'S NUMBER: V-35996
- DATE OF CONTRACT: 1-18-51
- TERM OF CONTRACT: 5 yrs.
- ANNUAL SERVICE CHARGE: $ 664.00 M.
- DATE EFFECTIVE: 3-6-51
- SERVICE WITH: Above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM INSTALLED ONLY): /
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): /

SPECIAL BILLING INSTRUCTIONS: Send invoices to [illegible] Slater, ADT Co., 20[illegible] WOW Bldg., Omaha 2, [illegible]

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE

15 week free ob[illegible]
7/3/56 [illegible] 50

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL — NUMBER OF UNITS	ANNUAL — PER UNIT	ANNUAL — AMOUNT	ADVANCE — NUMBER OF UNITS	ADVANCE — PER UNIT	ADVANCE — AMOUNT
1	315.00	315.00			
14	40.00	672.00			
[illegible]	[illegible]	[illegible] 664.00	[illegible]	[illegible] 664.00	[illegible]
SUB-TOTAL		987.00			
WIRE FACILITY COST $ [illegible]			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
PRICE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		987.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		664.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		$ 323.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS * Rate computed by St. Louis District office on blanket contract form arrangement.

RECEIVED BY PLT MAY - 9 19[illegible] DA[illegible]

ALSO ENTITLED TO COMMISSION CREDIT

S[illegible] [illegible] - S. Blose — R. J. Blanz — 4-5-57 (SALES REPRESENTATIVE, DATE)

S[illegible] [illegible] - O. T. Blank

DATE RECEIVED BY GENERAL SALES MGR.

REMARKS

DATE RECEIVED FROM DIVISION SALES MGR.

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — 1-5-57 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT MGR.

FORM 400 (8-57)

CONTRACT DATA

B71.5.2

Cook Sporting Goods Company

1601 Larimer Street

Denver, Colorado

CENTRAL STATION MAINTAINED FROM: Denver, Colo.

SYSTEM: 3A-DW 021

LOCATIONAL CODE NUMBER — DESCRIPTION: 354-3 Sptg. Gds.

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: B-45969 ✓
- DATE OF CONTRACT: 1/10/55
- TERM OF CONTRACT: 5 yrs
- ANNUAL SERVICE CHARGE: $ 734.00 ✓
- DATE EFFECTIVE: 3/1/55
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $ —
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $ 2000

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER, PAID TO: —

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	270.00	270.00			
	20.00	560.00			
Count 89 Sales	Count 29				
A Units For	1	Photo-electric Beams			
		830.00			
10,20		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)			
	830.00	TOTAL MINIMUM BASIC CHARGE			
	734.00	TOTAL AMOUNT SECURED			
	96.00	DIFFERENCE (EXPLAIN BELOW)			

EXECUTIVE OFFICE USE

INSP. BY PLT
DATE MAY 1 1962
BY
24921

Payable monthly in advance.
al for five more years. Although rate is less than standard,
s necessary to extend a five year term period and combine
SSMP service on contract Form 827, to satisfy subscriber and
t competitor getting into the picture.
New agreement eff. 1/1/58.

TO COMMISSION CREDIT: vide O.T.Blank

R.J.Blans — SALES REPRESENTATIVE — 2/14/58 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 2-18-58 DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1778

[fol. 2498]

CONTRACT DATA

CATION OF SYSTEM: Denver, Colo.

SUBSCRIBER'S NAME: General Motors Corporation, A Delaware Corporation, Chevrolet Motor Division

STREET ADDRESS: Kearney Street at 44th. Avenue

CITY AND STATE: Denver, Colorado

SYSTEM: SSWF-MLBC 059

VOCATIONAL CODE NUMBER: 34-2

CONTRACT
NEW INSTALLATION: X
NEW TENANT:
SUPPLEMENTAL:
RENEWAL SAME RATE:
RENEWAL INCREASED RATE:
RENEWAL ADDITIONAL SERVICE:
RENEWAL LESS SERVICE:

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK:
DISTRICT: Detroit X

OLD CONTRACT
AUDITOR'S NUMBER:
DATE OF CONTRACT:
TERM OF CONTRACT:
ANNUAL SERVICE CHARGE $:
DATE EFFECTIVE:
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY): 500,0
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 1,000,0

SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER, PAID TO:

DETROIT EXECUTIVE ACCOUNT

EXECUTIVE OFFICE:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
BER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		315.00	12	130.00	1560.00
14	48.00	672.00	3	70.00	210.00
TOTAL		987.00			
E FACILITY COST $ 36.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
E FACILITY COST EXCESS OF 10%					
AL MINIMUM BASIC CHARGE		987.00	TOTAL MINIMUM BASIC CHARGE		1770.00
AL AMOUNT SECURED		480.00	TOTAL AMOUNT SECURED		936.00
FERENCE (EXPLAIN BELOW)		507.00	DIFFERENCE (EXPLAIN BELOW)		834.00

MARKS: Differences shown above result of severe competition - see Competition Report dated 10/1/58 by J.A.Summers, Detroit Exec. Accts..
vance charge payable upon completion of installation.
nual service charge payable monthly in advance.
o approved copies to Detroit District Office for transmittal to bscriber. Special GMC agreements dated 9/2/58 signed by J.R.Wilson, neral Administrative Manager.

INSP. BY
DATE MAY
BY
2506

D ENTITLED TO COMMISSION CREDIT
override to J.A.Summers
override to O.T.Blank

R.J.Blanz 10/6/58
SALES REPRESENTATIVE DATE

EXEC.

RECEIVED BY GENERAL SALES OFFICE: OCT 15 1958

MARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER 10-13-58 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

1773

CONTRACT DATA

Sechrist Manufacturing Company

West 50th Avenue & Acoma Street

Denver, Colorado

CENTRAL STATION MAINTAINED FROM: Denver, Colorado

SYSTEM: SS/F 051

VOCATIONAL CODE NUMBER — DESCRIPTION: 134-1 Elec. Fixtures

SERVICES
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT: X
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT: K-2022
- AUDITOR'S NUMBER: K-1580
- DATE OF CONTRACT: 4-14-55
- TERM OF CONTRACT: 5 yr
- ANNUAL SERVICE CHARGE: $ 342.00
- DATE EFFECTIVE: 5-31-55
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO: 8-1-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	385.00	385.00			
	55.00	220.00			
		605.00			
Utility Cost $ None			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
Utility Cost Excess of 10%		605.00	TOTAL MINIMUM BASIC CHARGE		
Annual Basic Charge		424.00	TOTAL AMOUNT SECURED		
Amount Secured		181.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE MAY 1 1962
BY
25808

70% of MER secured as best obtainable; This agreement was origi- secured against Competition, and it is recommended that agreement cepted for five year period to preclude the possibility of our itor re-entering the picture.

wed copy of agreement to be returned to above address, attn: Francis, V. Pres.

ON TO COMMISSION CREDIT

John M Eckert 7-25-60
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — JUL 29 1960 — DATE

CONTRACT APPROVED BY
K135 8/10

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1780

[fol. 2500]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 185
Detroit, Michigan

CONTRACT DATA

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: DETROIT GASKET & MANUFACTURING COMPANY
STREET ADDRESS: 12400 Burt Road
CITY AND STATE: DETROIT 24, MICHIGAN

CENTRAL STATION: DETROIT, MICHIGAN
SYSTEM: SSWF 053
VOCATIONAL CODE: 34-A Cork-Gasket

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY)
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)
SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES: Pres. Sub. Aud.
T-27602, 32 units @ $1386.00
DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 8-31-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	48.00	315.00	55	130.00	7150.00
54		2592.00			
SUB-TOTAL		2907.00			
WIRE FACILITY COST $ 800 BA			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		-			
TOTAL MINIMUM BASIC CHARGE		2907.00	TOTAL MINIMUM BASIC CHARGE		7150.00
TOTAL AMOUNT SECURED		3307 3492.00	TOTAL AMOUNT SECURED		- - -
DIFFERENCE (EXPLAIN BELOW)		1700 +585.00	DIFFERENCE (EXPLAIN BELOW)		-7150.00

REMARKS: Advance service charge cut to approximately 30% and spread over five-year period, to preclude competition by Michigan Still Alarm Co.

54

ALSO ENTITLED TO COMMISSION CREDIT

David A. Gauler, Jr. 12-16-58
SALES REPRESENTATIVE — DATE

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — 12-17-58 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

EXECUTIVE OFFICE

Approval

INSP. BY
DATE
BY

DATE RECEIVED BY GENERAL SALES

DATE RECEIVED FROM GENERAL SALES

5

FORM 701 (8-58)

COMPETITION REPORT

REPORT NO. ____

Y 8, 1961 CENTRAL STATION CITY DETROIT, MICHIGAN

T'S NAME WOLVERINE FABRICATING & MFG. CO., INC.

T'S ADDRESS 2638 Princess Street - Inkster, Mich.

F SERVICE SSMF, ISMISC. NO. OF UNITS 14

JOB SECURED Yes

T

COMPETITOR Certified Alarm

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1070.00	$ 1770.00

ADT QUOTATION

ADVANCE SERVICE CHARGE
$ 1062.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

MATE SALES PRODUCTION HOURS CONSUMED 14

REMARKS

T subscriber - pleased with service, but, upset over great difference . Prices obtained higher than any other local competitior. Ability ize advance service charge a contributing factor in sale. When subscriber hellers he will be a prospect for Automatic Service for payroll elimination.

INSP. BY PLTF.
DATE APR 2 3 1962
BY 09315

J. H. CRUMGINGTON
SALES REPRESENTATIVE

J K Swanson
DISTRICT SALES MANAGER

1782

[fol. 2503]

COMPETITION REPORT

REPORT NO. ____

DATE 4-17-57 CENTRAL STATION CITY Detroit

PROSPECT'S NAME DETROIT LOAN OFFICE

PROSPECT'S ADDRESS 9049 Oakland Ave., Detroit

CLASS OF SERVICE BA DW NO. OF UNITS 14

JOB LOST X JOB SECURED ____

NAME OF COMPETITOR MICHIGAN ALARM COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 607.00	$ 100.00 for conv. & $245.00 for

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 485.60	$ 345.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 396.00	$ 250.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

Competitor quoted on basis of using Reliance Alarm as installed. I informed new owner that alarm belonged to ADT and we would not permit use of equipment by others. Michigan did not change quotation to cover new installation. ADT Plant Dept. removed all wiring and devices before Michigan could start job.

INSP. BY PLT. F.
DATE Sept 19 Mic
BY 04638

G. W. HOFFMAN
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

Form 701 (10-52)

COMPETITION REPORT

REPORT NO. ____

11-25-58 CENTRAL STATION CITY DETROIT, MICHIGAN

T'S NAME LOWEN DRUGS

T'S ADDRESS 72 W. MAPLE STREET, TROY, MICHIGAN

F SERVICE 2A CKT NO. OF UNITS 6

T ____ JOB SECURED X

COMPETITOR MICHIGAN STILL ALARM & GUARDIAN ALARM COMPANIES

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 370.00	$ 330.00

ADT QUOTATION

ADVANCE SERVICE CHARGE
$ 198.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 216.00	$ 85.00

MATE SALES PRODUCTION HOURS CONSUMED 8 Hours

REMARKS

e that this sale was important because it blocked attempt to establish
ert service in city of Troy.

APR 19
05533

J. W. CRUDGINGTON
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[fol. 2506]

COMPETITION REPORT

REPORT NO. ____

DATE June 5,1961 CENTRAL STATION CITY Detroit, Michigan

PROSPECT'S NAME SPARTAN DEPARTMENT STORES, A DIVISION OF SPARTANS INDUSTRIES, INC.

PROSPECT'S ADDRESS Michigan Avenue and Telegraph Rd.(24411 Michigan Avenue)

CLASS OF SERVICE CKT. BA/A SSWF NO. OF UNITS 46 BA & 7 SSW

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Unknown

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1428.00 BA	$ 3265.00 BA
715.00 SSWF	945.00 SSWF

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 747.50 BA	$ 791.25 BA
377.50 SSWF	233.75 SSWF

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ____

REMARKS

Subscriber indicated that competitive prices were solicitied from our competit

Under these conditions, these prices were best that could be secured. Approval recommended.

RECEIVED
DA
BY
09300

J. W. CRUDGINGTON
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

19

1785

FORM 400

CONTRACT DATA FOR SPECIAL CONSIDERATION, PLEASE

Revert 3-5-47-3

CENTRAL STATION MAINTAINED FROM: DETROIT, MICHIGAN

SYSTEM: BA CKT. 022

VOCATIONAL CODE NUMBER — DESCRIPTION: #229-A Household supnl

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $ 200,00

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS

SYSTEM

NAME: JACK GELL & COMPANY

ADDRESS: 5700 Federal Avenue

STATE: Detroit 2, Michigan

		SERVICE	
NET	X	CENTRAL STATION	X
INSTALLATION		DIRECT-CONNECTED	
TAX		LOCAL ONLY	
TOTAL		PROPRIETARY	
SAME RATE		NATIONAL ACCOUNT	
INCREASED RATE		NEW YORK	
ADDITIONAL SERVICE		DISTRICT	
LESS SERVICE			

OLD CONTRACT: B56473 Pending

AUDITOR'S NUMBER

DATE OF CONTRACT: 1/20/56

TERM OF CONTRACT: 5 yrs.

ANNUAL SERVICE CHARGE: $600.00

DATE EFFECTIVE: not start

SERVICE WITH: Same subscriber, not billed.

REFERENCES: Present subscriber 22 units @634.30, 600 @ Jefferson Ave.

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO: 2/29/56

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		248.00	BA 11	50.00	550.00
	19.00	874.00	PE #1700 6	50.00	300.00
at	45.00	45.00	PE #2201 30	80.00	2400.00
3 Pkg					
		1167.00			
CITY COST $ 31.20			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
CITY COST EXCESS OF 10%		none			
MUM BASIC CHARGE		1167.00	TOTAL MINIMUM BASIC CHARGE		3250.00
NT SECURED		760.00	TOTAL AMOUNT SECURED		none
(EXPLAIN BELOW)		- 407.00	DIFFERENCE (EXPLAIN BELOW)		+- 3250.00

EXECUTIVE OFFICE USE

Limit disc-none (annu installed) 910 x 33-5 10-4796

Contract rewritten on multi-service form to include WP 63385. per and provide for revisions in BA layout.

ments taken in competition with Michigan Still Alarm Company, ted $450. per year, $200. advance service charge for BA in- tion same as we propose, excepting one P.S. beam in office

ALLOW TO COMMISSION CREDIT

J. A. SUMMERS — SALES REPRESENTATIVE — 2/22/56 DATE

mcl

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Recommended Ray S. 3-2

Count 53 Sales Count 47

ns 42 Units For 4 Photoelectric Beams

EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — 2/27/56 DATE

CONTRACT APPROVED BY

3/7

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

(2)

1786

fols. 2508-2509]

CONTRACT DATA

B93444

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: ROXY LOAN OFFICE

STREET ADDRESS: 3543 Woodward Avenue

CITY AND STATE: DETROIT 1, MICHIGAN

CENTRAL STATION MAINTAINED FROM: DETROIT, MICHIGAN

SYSTEM: BA MISC

VOCATIONAL CODE NUMBER — CLASS: 152-C Pawn Shop

PROPERTY VALUATION: BUILDINGS ONLY (OVER ALARM SYSTEM) $ ____ CONTENTS ONLY (OVER ALARM SYSTEM) $ ____

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: ____
- RENEWAL, INCREASED RATE: ____
- RENEWAL, ADDITIONAL SERVICE: ____
- RENEWAL, LESS SERVICE: ____

SERVICES
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY: ____

NATIONAL ACCOUNT
- NEW YORK: ____
- DISTRICT: ____

OLD CONTRACT
- AUDITOR'S NUMBER: ____
- DATE OF CONTRACT: ____
- TERM OF CONTRACT: ____
- ANNUAL SERVICE CHARGE $: ____
- DATE EFFECTIVE: ____
- SERVICE WITH: ____

CREDIT REFERENCES: Pres. Sub. Aud. DUN AND BRADSTREET'S RATING: ____

L-49030, 18 units @ $527.00 NUMBER OF CREDIT L TYERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 8-31-59

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00	13	45.00	585.00
12	22.00	264.00			
SUB-TOTAL		534.00			
WIRE FACILITY COST @ 30.00		-	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		534.00	TOTAL MINIMUM BASIC CHARGE		585.00
TOTAL AMOUNT SECURED		392.00	TOTAL AMOUNT SECURED		297.00
DIFFERENCE (EXPLAIN BELOW)		-142.00	DIFFERENCE (EXPLAIN BELOW)		-288.00

1 visit disc @ M
"Alarm installed
Jot # 6716-59.

INSP. BY PLT
DATE MAY 1 1962
BY AW
26403

REMARKS: Competition with Michigan Burglar Alarm Company and 60-80 rates were best obtainable. Copy of form 701 attached. Subscriber would not accept service without 2 floor traps being included. Safe contacts and police call station to be re-used from old location.

ALSO ENTITLED TO COMMISSION CREDIT

C. W. HOFFMAN — SALES REPRESENTATIVE — 9-3-59 DATE

EXPIRATION DATE RECEIVED BY SPECIAL DESK
SEP 8 1959
DATE RECEIVED FROM SPECIAL DESK

REMARKS: by ADT DE90
4-11-60 1 yr

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 9-8-59 DATE

CONTRACT APPROVED BY — DATE 9/15

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

41

FORM 701 [illegible]

COMPETITION REPORT

REPORT NO. ____

[illegible]ST 3,1961 CENTRAL STATION CITY DETROIT, MICHIGAN

[illegible]'S NAME SHATTERPROOF GLASS CORPORATION

[illegible]'S ADDRESS 4815 Cabot, Detroit 10, Michigan

[illegible] SERVICE SSWF, BA, AFA NO. OF UNITS 148

[illegible] Yes JOB SECURED ____

COMPETITOR Michigan Still Alarm

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 6,336.00	$ 13,735.00

ADT QUOTATION

[illegible]	ADVANCE SERVICE CHARGE
[illegible].00	$ 7,862.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ (See Below)	$

[illegible]MATE SALES PRODUCTION HOURS CONSUMED 35

REMARKS

[illegible]ion's quote was approximately $400.00 less than ADT's in both Annual [illegible]charge and Advance Service Charge. Determining factor for loss of job [illegible]policy of renewal at substantially increased Annual Service Charge. [illegible] queried several ADT subscriber's to ascertain this. Offer of a ten (10) [illegible]ntract was of no avail. Prospect felt because of the size of his investment, [illegible]d and would dictate future prices.

[illegible] FILE
DATE APR 2 3 1962
BY 09405

J. W. Crudgington
SALES REPRESENTATIVE

[illegible]
DISTRICT SALES MANAGER

43

1788

[fol. 2512]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: FREDERIC B. STEVENS, INC.

STREET ADDRESS: 1810 18th Street

CITY AND STATE: DETROIT 16, MICHIGAN

NEW CONTRACT

NEW INSTALLATION	X
NEW TENANT	
SUPPLEMENTAL	
RENEWAL, SAME RATE	
RENEWAL, INCREASED RATE	
RENEWAL, ADDITIONAL SERVICE	
RENEWAL, LESS SERVICE	

SERVICE

CENTRAL STATION	X
DIRECT-CONNECTED	
LOCAL ONLY	
PROPRIETARY	

NATIONAL ACCOUNT

NEW YORK ____ DISTRICT

OLD CONTRACT

AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: AA A1

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		300.00	25	371.00	9275.00
24	90.00	2160.00			
SUB-TOTAL		2460.00			
WIRE FACILITY COST $ ____			PLANT ESTIMATE (WIRING REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCEEDS OF 10%		-			
TOTAL MINIMUM BASIC CHARGE		2460.00	TOTAL MINIMUM BASIC CHARGE		9275.00
TOTAL AMOUNT SECURED 50%		1230.00	TOTAL AMOUNT SECURED 57%		5310.00
DIFFERENCE (EXPLAIN BELOW)		- 1230.00	DIFFERENCE (EXPLAIN BELOW)		-3965.00

REMARKS: Best rates obtainable due to competition with Michigan Alarm Company - form #701 attached.

144,510 sq. ft. - 86 enclosures

ALSO ENTITLED TO COMMISSION CREDIT

T. L. Flanegin 4-14-59
SALES REPRESENTATIVE DATE

REMARKS: Approval recommended. W Bassett
ADT Distributor. Completion -
S. Dimon 4/17

CONTRACT EXECUTED BY
by ILBT DE. 46
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
O P Hall 4-17-59
DISTRICT SALES MANAGER DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE RECEIVED BY CENTRAL STATION

DATE RECEIVED FROM GENERAL SALES

CONTRACT APPROVED BY
Gaston

DATE CONTRACT SENT TO AUDITOR

CONTRACT DATA

B-69308

MEINSTEIN WHOLESALE JEWELERS, INCORPORATED
14,237 E. 7 Mile Road
DETROIT 5, MICHIGAN

CENTRAL STATION MAINTAINED FROM: DETROIT, MICH.
SYSTEM: BA MISC. 029
VOCATIONAL CODE NUMBER — DESCRIPTION: #111-B Jewelry

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCIDENT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY) $
CONTENTS ONLY (SPRINKLER AND SPRINKLER ALARM SYSTEMS) $ 100,000.

SPECIAL BILLING INSTRUCTIONS

Present subscrib- DUN AND BRADSTREET'S RATING
locations - 288
5760,30 units 68740. NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 4-30-57

EXECUTIVE OFFICE USE

RECEIVED BY PLTE
MAY 1 1957
26607

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	AMOUNT	ADVANCE NUMBER OF UNITS	PER UNIT	AMOUNT
	$270.00	1 C BA		$ 55.00
to $20.00	40.00	1 Safe		55.00
20.00	60.00	3 P.C.	$44.00	132.00
	370.00			
39.00	2.00	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	372.00	TOTAL MINIMUM BASIC CHARGE		242.00
	250.00	TOTAL AMOUNT SECURED		146.00
	- 122.00	DIFFERENCE (EXPLAIN BELOW)		- 96.00

Best rates obtainable due to competitive activity - We have service with same firm at other locations, and considered it advisable to take contract at charges shown rather than permit competitor to gain foothold with this account.

W. F. LUECKHOFF 5-14-57
SALES REPRESENTATIVE DATE

RECEIVED BY GENERAL SALES MANAGER
MAY 20 1957
A.M. 7 8 9 10 11 12 1 2 3 4 5 6

CONTRACT RECOMMENDED BY
D. R. Hall 5-16-57
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
S.B. 5/23

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

49

1790

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 186

Houston, Texas

[fol. 2515]

COMPETITION REPORT

REPORT NO. ____

DATE 10-16-61 CENTRAL STATION CITY Houston, Texas

PROSPECT'S NAME Tennessee Gas Building Corporation

PROSPECT'S ADDRESS Milam, Lamar, Louisiana & McKinney

CLASS OF SERVICE AFA, SSMF, BA LMRA, WS, IP (205) (23)(2a) (118) (1) (3)

NO. OF UNITS

JOB LOST ____ JOB SECURED ✓

NAME OF COMPETITOR McCane Sandock, Autocall, Potter Electric, Central Station

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 24,985.00	$ 83,148.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 10,440.00	$ 39,872.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ Unknown	$ Unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ____

REMARKS

The prices for this job were based primarily on the relationship between what the subscriber could economically justify for security and fire protection, and our cost in providing said security and fire protection in this particular case. With or without competitive bids, we could not have secured more money.

Every contract for this $50 million building was negotiated by the owners between the General Contractor and all of the subscribers contractors. Had it been left to the influence of the nationally known Architectural Firm of Skidmore, Owings and Merril, this job would not have been secured. Fortunately, the subscriber had

INSP. BY FILE
DATE APR 10 1962
BY 08535

K. J. Sievers
SALES REPRESENTATIVE

J. D. Patton
DISTRICT SALES MANAGER

2

more confidence in us than in S. O. M. When S. O. M. began to suspect that my plan would be bought by the subscriber, they suggested that other competitors be asked to give quotations. To the best of my knowledge, if bids were secured by S.O.M. from competitors, they were virtually ignored by the subscriber. The attached forms reflect a pessimistic picture of the prices secured as compared with MBR, because of the vast advantages in this case of Teletherm over Aero. If Teletherm is used throughout most of the building, the highest possible maximum of Teletherm Circuits which could be used would make the prices secured over 100% of Standard Annual MBR. If 75 circuits can do the job, as the plant estimates, the secured Advance Service Charge will be approximately 85% of plant estimate, and 135% of Standard Annual MBR.

INSP. BY PLTF.
DATE APR 19 ?
BY 08536

1792

[fol. 2517]

CONTRACT DATA

7174

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Credit Bureau of Greater Houston

STREET ADDRESS: 2301 Hadley Street

CITY AND STATE: Houston, Texas

CENTRAL STATION: Houston, Texas

SYSTEM: AFA 011

OCCUPATIONAL CODE: 459-B Credits Bu

NEW CONTRACT

NEW INSTALLATION	X
NEW TENANT	
SUPPLEMENTAL	
RENEWAL, SAME RATE	
RENEWAL, INCREASED RATE	
RENEWAL, ADDITIONAL SERVICE	
RENEWAL, LESS SERVICE	

SERVICE

CENTRAL STATION	X
DIRECT-CONNECTED	
LOCAL ONLY	
PROPRIETARY	

NATIONAL ACCOUNT
NEW YORK
DISTRICT

OLD CONTRACT

AUDITOR'S NUMBER	
DATE OF CONTRACT	
TERM OF CONTRACT	
ANNUAL SERVICE CHARGE $	
DATE EFFECTIVE	
SERVICE WITH:	

PROPERTY VALUATION
BUILDINGS ONLY (PRICE PLANS COMBINED)
CONTENTS ONLY (PRICE AND CONTENT PLANS COMBINED)
SPECIAL VALUATION AUTHORIZED

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 7-1-58 F-14,168

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	295.00	295.00	7	330.00	2310.00
6	82.00	492.00			
1	3/1/59				
1	7 mos.				
SUB-TOTAL		787.00			
WIRE FACILITY COST $ 30.00			PLANT ESTIMATE (WIRING REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		787.00	TOTAL MINIMUM BASIC CHARGE		2310.00
TOTAL AMOUNT SECURED 45%		355.00	TOTAL AMOUNT SECURED 29%		667.00
DIFFERENCE (EXPLAIN BELOW)		432.00	DIFFERENCE (EXPLAIN BELOW)		1643.00

INSP. BY PLT.
DATE MAY 9
BY
27791

EXEC. SALES DEPT.
RECEIVED
FEB 24 1958

REMARKS: See competition report, attached.
19,012 sq. ft. and 59 enclosures.

NY APT HO 20A
6-16-60
jf

Recommend approval
for Bing
3/17/58

ALSO ENTITLED TO COMMISSION CREDIT

S. J. Sievers 2-14-58
SALES REPRESENTATIVE DATE

REMARKS: Approval recommended by Mr C Berry discussed this job with the local plant and sales depts. who in Houston recently. Local plant believes can install this service for approximately $10.00

[T. Young]
Stip. No. 1

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
Jed Sattler
DISTRICT SALES MANAGER
FEB 21 1958
DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

7

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. _____

DATE 7-15-58 CENTRAL STATION CITY Houston, Texas

PROSPECT'S NAME Bart Wheeler's Beverage Stores

PROSPECT'S ADDRESS 4421 Griggs Road

CLASS OF SERVICE BA NO. OF UNITS 7

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR McCane - Sondock

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 459.00	$ 308.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
0.00	$ 50.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 240.00	$ 50.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12

REMARKS

New General Mgr. for this Chain of stores was formerly Gen. Mgr. for European Rest Co. where competitor has secured nine of the 10 stores in the chain. Mr. Sacramano has had extensive experience with our service as well as our competitor's and says both services serve him satisfactorily and he would pay no more for AFT than for McCane-Sondock. This is the fourth of what will soon be a five store chain. We have all four stores and do not consider it wise to allow competitor to take this business in spite of his ridiculously low price.

RECEIVED APR 19 1962 05735

S. J. Sievers
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1794

[fol. 2519]

COMPETITION REPORT

Page 1 REPORT NO.

DATE 1-16-59 CENTRAL STATION CITY Houston, Texas

PROSPECT'S NAME Bellaire Minimax

PROSPECT'S ADDRESS 5427 Bellaire

CLASS OF SERVICE BA-CKT NO. OF UNITS 15

JOB LOST JOB SECURED X

NAME OF COMPETITOR McCane-Goodock

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 567.00	$ 915.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 288.00	$ 96.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 252.00	$ 95.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 6

REMARKS

Minimax is a name used for a chain of Super Markets which are supposedly independent, and privately owned by the individual operators. They are supposedly associated with the Schuhmacher Co., for the benefits of advertisi merchandising assistance bookkeeping, etc. and for which they agree to sell a of Schuhmacher's Brand Name commodities, and in general, make all their purch from the Schuhmacher Company which is primarily a wholesale grocery company. The Schuhmacher Co. is more than 50 yrs old and has been a valued subscriber f many years at its two large warehouses. About 6 yrs ago the Competitor secur

S. J. Slevers
COMMERCIAL REPRESENTATIVE

E. L. PATTON
COMMERCIAL SUPERINTENDENT

INSP. BY PLTF.
DATE APR 13 1959
BY 20705

9

[Vol. 2530]

Bellaire Minimax

Page 2

business from one of the Minimax Stores. Today they have 11 Central Station locations and we have 5. He has secured every Houston area store that Minimax has opened during the past 6 years. Last year, during renewal negotiations for service at the main warehouse, it was necessary to accept sub-standard rates from the Schuhmacher Company, who, before the growth of the competitor, never bickered or tried to chisel on rates.

On this job, I was given the chance by Druckhamer, the No. 2 man in the Schuhmacher organization with whom I have good relations, to submit an adjusted price which would enable him to sell the operator of this new store. The manager of this new store was a former superintendent of the Weingarten Chain, one of the 20 largest Grocery Chains in the country and by far the largest in the Houston area, and with whom the competitor has virtually all of the Burglar & Fire Alarm service. (We have not secured any business with the Weingarten Chain in more than 5 years, either).

This new minimax store will be open for business within two weeks. If this contract is to be rejected, it must be done immediately, because the Subscriber is under the false impression that as a representative of ADT, I have the authority to negotiate a contract with him, just as the competitor can do. The competitor told him that he would have the service in operation in less than one week.

In Houston we are frequently confronted with the problem of deciding on whether we should accept a contract which is far below standard prices, or standby and watch the business go to the competitor at a ridiculously low price. The problem is a simple one where the contract can be secured months in advance and there is time to wait for N. Y. approval and still get the job installed in time. But when the time element is short, the problem becomes virtually impossible, particularly when the competitor will start putting in his service the following day if it is necessary.

It seems only reasonable that if the sales representative is to act in the best interest of the company, he should have written instructions as to just what is in the best long run interest of the company.

I have spent a good deal of time attempting to briefly give the facts in this case without recommending that the contract be accepted. But, again, if we should or should not accept this kind of deal we should be told. Our competitor is now a potent force and there are many deals that perhaps the Company should not let the competitor get even if it means going far below our standard prices.

On the other hand, if we should discard the objective of "get all you can but don't lose it, if it is worth having", then we should have some standard below which we positively cannot accept a contract.

Our competitor has secured plenty of business at rates shown on this report and he has shown no signs of increasing his prices. He goes after business at these rates just as hard as he ever did. If it is probable that he will go broke or sell out within the forseeable future, then we should stick to standard rates; but if it is possible that in the forseeable future he will be bigger than we are in Houston, then we will sooner or later have to match him dollar for dollar.

Our Plant Foreman says he can get the job started within a few days.

S. J. Sievers

INSP. BY PLTF.
DATE APR 19 1962

10

1296

[fol. 2521]

COMPETITION REPORT

REPORT NO.

DATE May 29, 1958 CENTRAL STATION CITY Houston, Texas

PROSPECT'S NAME Lone Star Bag & Bagging Co.

PROSPECT'S ADDRESS 2215 Dumble St.

CLASS OF SERVICE AFA & WR-MWT NO. OF UNITS 20-AFA 13-WR-MWT

JOB LOST JOB SECURED ✓

NAME OF COMPETITOR McCare Sendock

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
AFA	$1,853.00	$
WR-MWT	702.00	

ADT QUOTATION

ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE
$ 1,377.90	AFA	$
No.73	WR-MWT	Renewal

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$
unknown	

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 60

REMARKS

This Subscriber gave us an ultimatum, they wanted a reduction or they would cancel our services. The competitor had given them a proposal for the same service at a price that was far less than they were already paying. This is just one of many accounts that have requested a reduction, as our competitor is openly soliciting all our accounts.

NY ADT Ho 626 6/1/60 OT

INSP. [illegible] DATE APR 1 - 1962 [illegible] 05727

L. E. Swann
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

19

CONTRACT DATA

B-7219

European Import Company
910 Preston Avenue
Houston, Texas

CENTRAL STATION MAINTAINED FROM: Houston, Texas
SYSTEM: BA-DM 021
VOCATIONAL CODE NUMBER — DESCRIPTION: 44-C Retail Liquor
PROPERTY VALUATION: BUILDINGS ONLY (SPRINKLERED SYSTEM ONLY) —; CONTENTS ONLY (SPRINKLERED ALARM SYSTEMS) 10,000
SPECIAL BILLING INSTRUCTIONS: Monthly

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY X
NATIONAL ACCOUNT: NEW YORK —; DISTRICT

OLD CONTRACT: AUDITOR'S NUMBER B-63739; DATE OF CONTRACT 10-26-56; YEARS OF CONTRACT 5 years; ANNUAL SERVICE CHARGE $ 298.30; DATE EFFECTIVE 12-1-56 6-25-57; SERVICE WITH: above

DUN AND BRADSTREET'S RATING —
NUMBER OF CREDIT LETTERS ATTACHED —
PRESENT SUBSCRIBER PAID TO 6-30-57

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
20.00	280.00	14	44.00	616.00
	280.00			
PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}	none			
TOTAL MINIMUM BASIC CHARGE	280.00			616.00
TOTAL AMOUNT SECURED	130.00			286.00
DIFFERENCE (EXPLAIN BELOW)	150.00			330.00

EXECUTIVE OFFICE USE

INCP. DY. CLTE. DATE MAY 2 1957 BY JJ 22941

EXEC. SALES DEPT. RECEIVED JUL 26 1957

Amt secured for advance and annual was best obtainable due competitor trying to get this account.

L. T. Burge
SALES REPRESENTATIVE

Approval recommended to retain the account in the face of direct competition.
Held correspondence.
7/26/57

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER JUL 2 3 1957

DATE CONTRACT RELEASED

28

1798

[fol. 2523]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Industrial Towel & Uniform Co.

STREET ADDRESS: 1335 Kress Street

CITY AND STATE: Houston, Texas

Houston, Texas

BA-TM 021

76-B Uniform Supply

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT:
- SUPPLEMENTAL:
- RENEWAL, SAME RATE:
- RENEWAL, INCREASED RATE:
- RENEWAL, ADDITIONAL SERVICE:
- RENEWAL, LESS SERVICE:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY
- NATIONAL ACCOUNT
- NEW YORK DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER:
- DATE OF CONTRACT:
- TERM OF CONTRACT:
- ANNUAL SERVICE CHARGE $:
- DATE EFFECTIVE:
- SERVICE WITH:

PROPERTY VALIDATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY):
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM):

SPECIAL BILLING INSTRUCTIONS: Transmitter to be ... Mr. Hawkins, Presid... above address

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: 1 - ✓

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO:

EXECUTIVE OFFICE

DATE: DEC 1 1958

BY: [illegible]

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1 ✓	270.00 ✓	270.00 ✓	26 ✓	44.00 ✓	1,144.00
25 ✓	20.00 ✓	500.00 ✓			
SUB-TOTAL		770.00 ✓			
FIRE FACILITY COST $ 90.00		13.00	PLANT ESTIMATE { UNLESS REQUIRED FOR ADVANCE SERVICE CHARGE }		
TOTAL MINIMUM BASIC CHARGE		783.00 ✓	TOTAL MINIMUM BASIC CHARGE		1,144.00
TOTAL AMOUNT SECURED 62%		488.40 ✓	TOTAL AMOUNT SECURED 35%		290.00
DIFFERENCE (EXPLAIN BELOW)		294.60 ✓	DIFFERENCE (EXPLAIN BELOW)		854.00

REMARKS: Deficit due to competition.
Subscriber requests immediate installation.

Recommend we [illegible] and take a chance. The agreement will [illegible] in force for 5 [illegible] more. J.B. Rattan

RECEIVED DEC 5 1958

ALSO ENTITLED TO COMMISSION CREDIT

F. O. Trulan 12-3-58
SALES REPRESENTATIVE DATE

REMARKS: This firm presently has McCane Sondock SSWF. They have two other branches with no service and plan automatic service in these branches in 1959. The building is a new building. Subscriber insisted on cancellation clause but states he has no intention of a move or cancellation, but will sign no long term agreement with a company who has never before served him. The longevity looks good with excellent chances for expansion of our services.

DATE RECEIVED FROM CUSTOMER DEC 5 1958

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
J. B. Rattan
DISTRICT SALES MANAGER DEC - 5 1958

CONTRACT APPROVED
[signature] 12/5

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BILLING DEPT.

[illegible] 53

1799

CONTRACT DATA

✓ 1-14477

Emerick-Lenoir Manufacturing Company

2101 Lyons Avenue

Houston, Texas

CENTRAL STATION MAINTAINED FROM: Houston, Texas

SYSTEM: BM-ISC 029

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 330-D Sheet Metal Products

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: —
- DATE OF CONTRACT: —
- TERM OF CONTRACT: —
- ANNUAL SERVICE CHARGE: $ —
- DATE EFFECTIVE: —
- SERVICES WITH: —

PROPERTY VALUATION
- BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY): $ —
- CONTENTS ONLY (SPRINKLER AND BURGLAR ALARM SYSTEMS): 1,000,00

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO: 10-30-58

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00			
29	20.00	580.00			
		850.00			
18.00			PLANT ESTIMATE (WHERE REQUIRED PRO ADVANCE SERVICE CHARGE)		2550.14
		850.00	TOTAL MINIMUM BASIC CHARGE		2550.14
		470.00	TOTAL AMOUNT SECURED		464.00
		380.00	DIFFERENCE (EXPLAIN BELOW)		2086.14

EXECUTIVE OFFICE USE

INSP. BY PLT'F. MAY 2 1962

28010

Deficit due to threat of competition.

Plant Count 23 Sales Count 30

Units For 3 Photoelectric Beams

H. H. Jones, Jr. 12-9-57
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Approval Recommended
J. J. Young
12/18/57

CONTRACT APPROVED BY
V. E. Leach 12/18

CONTRACT RECOMMENDED BY
DEC 10 1957
DISTRICT SALES MANAGER — DATE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1800

[fols. 2525-2526]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: J. Wexler, Jeweler

STREET ADDRESS: N. W. Corner of Main & Capitol

CITY AND STATE: Houston, Texas

CENTRAL STATION (OWNERSHIP) SYSTEM: Houston, Texas

VOCATIONAL CODE NUMBER AND CLASS: BA-D4 021

111-C Retail Jewelry

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT:
- SUPPLEMENTAL:
- RENEWAL, SAME RATE:
- RENEWAL, INCREASED RATE:
- RENEWAL, ADDITIONAL SERVICE:
- RENEWAL, LESS SERVICE:

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER: 22430
- DATE OF CONTRACT: 12-16-57
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 280.80
- DATE EFFECTIVE: 1-1-58
- SERVICE WITH: Above at 914 Prairie Avenue

PROPERTY VALUATION
- BUILDINGS ONLY (STORE ALONE BUILDING):
- CONTENTS ONLY (STORE AND BUILDING ALONE):

SPECIAL BILLING INSTRUCTIONS: Advance service charge payable upon completion of installation. Annual charge payable monthly.

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO: 10-1-59

EXECUTIVE OFFICE:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

NUMBER OF UNITS	[illegible]	AMOUNT	ADVANCE: NUMBER OF UNITS	ADVANCE: PER UNIT	ADVANCE: AMOUNT
1	270.00	270.00	10	45.00	450.00
9	22.00	198.00			
SUB-TOTAL		468.00			
WIRE FACILITY COST $ 30.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		468.00	TOTAL MINIMUM BASIC CHARGE		450.00
TOTAL AMOUNT SECURED	49%	228.00	TOTAL AMOUNT SECURED	17%	76.00
DIFFERENCE (EXPLAIN BELOW)		240.00	DIFFERENCE (EXPLAIN BELOW)		374.00

REMARKS: See competition report. Subscriber understands that this contract must go to N. Y. for approval but he insists that he must know by Thursday Sept. 24th, yes or no, because remodeling on new building is expected to be completed by October 1.

Approval recommended [illegible]

INSPECTED DATE 28803

ALSO ENTITLED TO COMMISSION CREDIT

S. J. Sievers 9-21-59
SALES REPRESENTATIVE DATE

RECEIVED SEP 22 1959

REMARKS

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

J. D. Patten Sep 21 1959
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

Jesse H. Jones

DATE CONTRACT SENT TO HOME OFFICE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 187

Form 781 (10-58)

Indianapolis, Indiana
COMPETITION REPORT

REPORT NO. ____

July 6, 1959 CENTRAL STATION CITY Indianapolis

ECT'S NAME Lesle Market

ECT'S ADDRESS 3130 Bethel Avenue

OF SERVICE CBA NO. OF UNITS 7

OST ____ JOB SECURED X

OF COMPETITOR American Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 391.00	$ 422.50

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ none

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 228.00	$ none

IMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

criber is using competitors service at other locations where
e tried to negotiate in the past.

APR 7 1962

COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

4

[fols. 2528-2530]

COMPETITION REPORT

REPORT NO. ____

DATE 12/13/57 CENTRAL STATION CITY Indianapolis, Indiana

PROSPECT'S NAME Howard W. Sams & Co., Inc.

PROSPECT'S ADDRESS 2201 East 46th Street

CLASS OF SERVICE AFA, BA, IPS NO. OF UNITS 5 AFA, 39 BA, 2 IPS

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Fire Eye, Fire Detection, Inc., and American Alarm

---

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1578.50	$ 3572.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1931.00	$ none	$ 420.00 AFA only	$ 2400 AFA only

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 200 hours

REMARKS

Competitors prices could not be obtained except for the fire alarm price from Fire Detection, Inc. (Notifier). This negotiation has been conducted over a 6 year period and the hours shown above are estimated for only the past two years. Competitors shown are only those for Central Station service, there have been several other companies attempting to sell local type service.

MICROFILMED
DATE APR 19 1962
BY
05601

C. J. Lawson
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[Ed. 2581]

FORM 701 10-61

COMPETITION REPORT

REPORT NO. _____

DATE 12-27-61 CENTRAL STATION CITY Indianapolis, Indiana

PROSPECT'S NAME BARDACH BROTHERS, INC.,

PROSPECT'S ADDRESS 309 N. Illinois St., Indianapolis, Indiana

CLASS OF SERVICE BA DH NO. OF UNITS 12

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR American Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 264.00	$ 517.50

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 30.00	$ 160.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 48.00	$ 160.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 2

REMARKS

Subscriber changed insurance program-- new agent, Bud Mossler, placed account with Lloyds of London, and in order to do this it is necessary for the subscriber to have a certificated Burglar Alarm System. Survey made to cover necessary additional protection for issuance of certificate on ADT System as installed, and subscriber called in both American Alarm Company and Circle Alarm Company; latter was not acceptable to insurance carrier. Contract was highly competitive when originally negotiated, and it was necessary, in order to retain account, to quote prices shown above for additional protection. See letter from subscriber, attached. Contract is best obtainable under circumstances, and acceptance is recommended.

APR 23 1962
09136

F. B. WARRICK
SALES REPRESENTATIVE

J. K. Swanson
MGR'G'CY SALES MANAGER

11

[fols. 2532-2533]

COMPETITION REPORT

REPORT NO. ____

DATE September 1, 1959 CENTRAL STATION CITY Indianapolis

PROSPECT'S NAME National Liquor Corporation

PROSPECT'S ADDRESS 1102 East 16th Street

CLASS OF SERVICE SS & WF NO. OF UNITS 4

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Fire Detection, Inc.(Notifier) and American Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 500.00	$ 536.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 400.00	$ 428.80

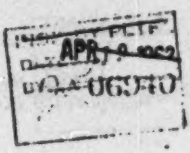
COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12

REMARKS

Competitors prices unknown but are assumed from past experience to be slightly over 50% of our annual and somewhat higher than our standard installation. Competitors also included some manuals in his quote. The determining factor in acceptance of our proposal was the amortization of the installation charge. This Subscriber is also now a user of our PA Service.



C. J. Lawson
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

18. . . . . .

[folk. 2534-2536]

Form 201 (

COMPETITION REPORT

REPORT NO. ____

DATE 7/30/58 CENTRAL STATION CITY Indianapolis, Indiana

PROSPECT'S NAME Sacks Enterprises, Inc. (2456 N. Meridian St.)

PROSPECT'S ADDRESS 24 West Ohio Street

CLASS OF SERVICE BA DW NO. OF UNITS 11

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR American Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$470.00	$184.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$300.00	$215.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$262.20	$196.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 15

REMARKS

The competitors price was based on 15 units of protection while our annual charge was based on 11 units of protection. This concern has considerable protection with us in other locations. We have lost several contracts and have had cancellations in other locations with subscribers in this type of business. We have been losing customers and old subscribers to the American Alarm Co. at an alarming rate because of price.

INSP. EX. PLTF. APR 19 1962 05600

O. W. White
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERVISOR

20. . . . . .

[fol. 2537]

COMPETI" " REPORT

REPORT NO. ____

DATE 2[illegible]/61/60 CENTRAL STATION CITY Indianapolis, Ind.

PROSPECT'S NAME [illegible]'s Farm Co.

PROSPECT'S ADDRESS [illegible] West Ohio Street

CLASS OF SERVICE [illegible] NO. OF UNITS 11

JOB LOST ____ JOB SECURED x

NAME OF COMPETITOR American Alarm Company

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 400.00	$ Resale

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 300.[illegible]	$ Resale

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 300.00 Tax included	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3

REMARKS

Former subscriber under Lock's Jeweler, 222 Indiana Avenue now using American Alarm. Since this alarm was already installed we were able to keep this business.

APR 19 1962

[illegible]

E. L. Warrick
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

23

1807

CONTRACT DATA

L. S. Ayres & Company

2300 Hillside Avenue

Indianapolis, Indiana

CENTRAL STATION MAINTAINED FROM: Indianapolis, Indiana

SYSTEM: SSWF MISC 059

EDUCATIONAL CODE NUMBER — DESCRIPTION: 301-C Dept. Store

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $1,000,000; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $2,000,000

SPECIAL BILLING INSTRUCTIONS:

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —

NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

OLD CONTRACT: AUDITOR'S NUMBER —; DATE OF CONTRACT —; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; DATE EFFECTIVE —; SERVICE WITH: —

X

Under Aud.

399, 221 units

annual

DUN AND BRADSTREET'S RATING —

NUMBER OF CREDIT LETTERS ATTACHED —

PRESENT SUBSCRIBER PAID TO 7/1/58

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	270.00	270.00.	37	130.00	4810.00
	48.00	1728.00.			
		1998.00			
DAILY COST $ 72.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
DAILY COST EXCESS OF 10%		1998.00	TOTAL MINIMUM BASIC CHARGE		4810.00
AMOUNT SECURED		1675.00	TOTAL AMOUNT SECURED		3274.00
DIFFERENCE (EXPLAIN BELOW)		-323.00	DIFFERENCE (EXPLAIN BELOW)		-1536.00

Sub basic amounts due to meeting competition from ...rican Alarm and Notifier. This is an M.S. agreement. ...also forms for BA and IPS submitted herewith. The ...eting companies have endeavered for some time to ...re a foothold with this subscriber on all locations. ...now have service at all Ayres locations.) Survey ...s from blue prints.

C. J. Lawson 7/14/58
SALES REPRESENTATIVE DATE

EXECUTIVE OFFICE USE

INCP. BY PLTF.
DATE MAY 2 1961
BY 29008

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY [signature] 7-18-58
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1808

[fol. 2539]

CONTRACT DATA

B-6933

LOCATION OF SYSTEM

SUBSCRIBER'S NAME Bowes Sealfast Corporation

STREET ADDRESS 34th Street and Arlington Avenue (best address obtainable)

CITY AND STATE Indianapolis, Indiana

CENTRAL STATION MAINTAINED FROM Indianapolis, Ind.

SYSTEM BA-MISC 029

VOCATIONAL CODE NUMBER 39-A Auto Supply

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM BASIS)

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $200,000

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING AaA1

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	14	44.00	616.00
13	20.00	260.00			
SUB-TOTAL		530.00			
FACILITY COST	See Remarks		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FACILITY COST EXCESS OF 10%	None				
TOTAL MINIMUM BASIC CHARGE		530.00	TOTAL MINIMUM BASIC CHARGE		616.00
TOTAL AMOUNT SECURED		642.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW)		+112.00	DIFFERENCE (EXPLAIN BELOW)		-616.00

From SC
2 Gds. 530.00
Inst. 2 hrs. 141.68
671.68

REMARKS

It was necessary to amortize the installation over the 5 year term of the agreement and accept the agreement on the sub-basic rate shown above in order to compete with the American Alarm and Notifier Companies. This is an M.S. agreement and wire cost is computed on the total of IPS, A and SSWF services and is shown on SSWF forms. See also forms submitted herewith for the other services.

NOT ENTITLED TO COMMISSION CREDIT

C. J. Lawson 5-16-57
SALES REPRESENTATIVE DATE

REMARKS

DATE RECEIVED BY GENERAL SALES MANAGER
RECEIVED MAY 20 1957

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER 5-17-57 DATE

CONTRACT APPROVED BY

DATE CONTRACT SENT TO

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

33

CONTRACT DATA

B88016

Holland's
117 North Illinois Street
Indianapolis, Indiana

CENTRAL STATION MAINTAINED FROM: Indianapolis, Indiana
SYSTEM: BA LW 021
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 213-C Tavern

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT
SSD CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

PROPERTY VALUATION: BUILDINGS ONLY (SPRINKLER SYSTEM ONLY) $; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $25,000

SPECIAL BILLING INSTRUCTIONS:

REFERENCES: Under Aud. 324, 9 units 30 annual
DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER PAID TO: 3/1/59

EXECUTIVE OFFICE USE

INSP. BY PLEC
DATE MAY 8 1962
BY
29153

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NO. OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	270.00	270.00	12	48.00	576.00
	22.00	242.00			
		512.00			
QUALITY COST @ 36.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
QUALITY COST EXCESS OF 98%		none			
MINIMUM BASIC CHARGE		512.00	TOTAL MINIMUM BASIC CHARGE		576.00
CREDIT RECEIVED		339.20	TOTAL AMOUNT SECURED		none
CREDIT (OTHER REASON)		-172.80	DIFFERENCE (EXPLAIN BELOW)		- 576.00

To retain the account the approval is recommended. See the Hall's letter attached. 3/11/59 JF Warren 3/24/59

The above credit reference data is for Holland Lunch, ...tlement forms submitted 3/10/59. They moved to the ...e address because former building is being razed. This ...location has American Burglar Alarm installed at a rate ...12 per month. Holland's has been a Subscriber of ADT ...several years and much prefer ADT service but because of ...ican Alarm's low annual charge they would not agree to ...

REFERRED TO COMMISSION CREDIT

F. B. Warrick 3/16/59
SALES REPRESENTATIVE — DATE

...pay any increase in their annual charge or any ...allation charge. The same safe is being used and the ... bell box and etc. will be used. Also note slight ...ge in name.

RECEIVED MAR 20

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — 3-19-59 DATE

CONTRACT APPROVED BY
3/24/59

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED
40

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1810

[s. 2542-2544]

CONTRACT DATA

M F 18079

CENTRAL STATION HANDLING THIS SYSTEM: Indianapolis, Ind.

ATION OF SYSTEM

SUBSCRIBER'S NAME: Indianapolis Varnish Company

STREET ADDRESS: 2245 Valley Avenue

CITY AND STATE: Indianapolis, Indiana

SYSTEM: AFA 011

VOCATIONAL CODE NUMBER: 372-A Varnish

CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION: BUILDINGS ONLY $75,000; CONTENTS ONLY $75,000

SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: C 1½

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	295.00	295.00	2	330.00	660.00
1	82.00	82.00			
5 installation		132.00			
Remarks					
TOTAL		509.00			
FACILITY COST $ 36.00			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
10% FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		509.00	TOTAL MINIMUM BASIC CHARGE		660.00
TOTAL AMOUNT SECURED		384.60	TOTAL AMOUNT SECURED		none
DIFFERENCE (EXPLAIN BELOW)		-124.40	DIFFERENCE (EXPLAIN BELOW)		-660.00

EXECUTIVE OFFICE USE

Local Sc
M&R-377
Gen'l Ledger
Acct. 525.20

INSP. BY [illegible]
DATE [illegible]
BY [illegible]
29181

Approval Recommended
9/4/58

EXEC. SALES DEPT. RECEIVED AUG 29 1958

REMARKS: This agreement taken in direct competition with Fire Detection, Inc. and American Alarm Co. and it was necessary to amortize the installation and accept the sub basic rate shown above. Forms 701 attached.

9,128 sq. ft.

NAME ENTITLED TO COMMISSION CREDIT: C. J. Lawson 8/14/58
SALES REPRESENTATIVE DATE

REMARKS

Recommended
Reg. Manager
9-3-58

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
D.L. Lael 8-27-58
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

1811

CONTRACT DATA

5

5-29-57

King' Inc.

1631 Southeastern Avenue

Indianapolis, Indiana

CENTRAL STATION MAINTAINED FROM: Indianapolis, Indiana

EDUCATIONAL CODE NUMBER — DESCRIPTION: BA MISC 029 215-B Store Fixtures

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) —; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 200.00

SPECIAL BILLING INSTRUCTIONS

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —

NATIONAL ACCOUNT: NEW YORK —; DISTRICT

OLD CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

DUN AND BRADSTREET'S RATING B 1½

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	270.00	270.00	21	44.00	924.00
	20.00	400.00			
		670.00			
UNIT ONE L	36.00		PLANT ESTIMATE {WHOSE REQUIRED FOR ADVANCE SERVICE CHARGE}		
QUANTITY COST EXCESS OF 10%		670.00	TOTAL MINIMUM BASIC CHARGE		924.00
EFFECTIVE BASIC CHARGE		646.88	TOTAL AMOUNT SECURED		None
DISCOUNT ALLOWED		-23.12	DIFFERENCE (EXPLAIN BELOW)		-924.00

EXECUTIVE OFFICE USE

INCP. BY PLTF
DATE MAY 3 1957
BY
29198

RECEIVED
MAY 10 1957

DATE RECEIVED BY GENERAL SALES MANAGER
A.M. 7 8 9 10 11 12 1 2 3 4 5 6

DATE RECEIVED FROM GENERAL SALES MANAGER

DATE CONTRACT APPROVED BY 5-14-57

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

sub basic amounts due to encumbering competition
Notifier and American Alarm Company. Actually the
es were based on 80% of standard annual rate
536.00) and approximately 60% of standard installation
54.40). It later bedame necessary to amortize the
tallation over the 5 year term of the agreement or

SALES TO COMMISSION CREDIT

C. J. Lawson 7/12/57
SALES REPRESENTATIVE DATE

0.88 per annum. This is an M. S. agreement see
forms for APA service submitted herewith.

J. H. Young 7/16/57 Recommended Stay [illegible]

CONTRACT APPROVED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER 7-18-57 DATE

DATE RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1812

[Cols. 2546-2550]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Howard W. Sams & Co., Inc.

STREET ADDRESS: 2201 East 46th Street

CITY AND STATE: Indianapolis, Indiana

CENTRAL STATION SYSTEM: Indianapolis, Ind.

BA NISC 029

OCCUPATIONAL CLASS NUMBER: 402-A Publishing

PROPERTY VALUATION: BUILDINGS ONLY (OTHER ALARM SYSTEMS OWNED) —; CONTENTS ONLY (OTHER AND HOLDUP ALARM SYSTEMS) $300

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT: NEW INSTALLATION X; NEW TENANT —; SUPPLEMENTAL —; RENEWAL, SAME RATE —; RENEWAL, INCREASED RATE —; RENEWAL, ADDITIONAL SERVICE —; RENEWAL, LESS SERVICE —

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —

NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

OLD CONTRACT: AUDITOR'S NUMBER —; DATE OF CONTRACT —; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; DATE EFFECTIVE —; SERVICE WITH: —

CREDIT REFERENCES: Under Aud. -59558, 60 units 731.30

DUN AND BRADSTREET'S RATING —

NUMBER OF CREDIT LETTERS ATTACHED —

PRESENT SUBSCRIBER, PAID TO 1/1/58

EXECUTIVE OFFICE USE: Credit MBR 1047- 409.81 1456.81

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL NUMBER OF UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	270.00	270.00	6	55.00	330.00
38	20.00	760.00	33	44.00	1452.00+
40 P*			* Plant Count 40 Sales Count 39.		
			Includes 7 Units For 1 Photoelectric Beams		
SUB-TOTAL		1030.00			
BASE FACILITY COST $120.00			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
BASE FACILITY COST EXCESS OF 10%		17.00			
TOTAL MINIMUM BASIC CHARGE		1047.00	TOTAL MINIMUM BASIC CHARGE		1782.00
TOTAL AMOUNT SECURED		1123.00	TOTAL AMOUNT SECURED		none
DIFFERENCE (EXPLAIN BELOW)		+ 76.00	DIFFERENCE (EXPLAIN BELOW)		-1782.00

INSP. CT PLT DATE BY 29070

REMARKS: This agreement taken in competition with Fire Eye Notifier and American Alarm Company. Rate is based on approximately 80% of standard rates with installation amortized. This is an M.S. agreement. See also forms for IPS and AFA submitted herewith. In view of considerable service with this Subscriber at another location, acceptance is recommended.

ALSO ENTITLED TO COMMISSION CREDIT

C. J. Lawson 12/13/57
SALES REPRESENTATIVE DATE

RECEIVED BY GENERAL SALES OFFICE: EXEC. SALES DEPT. RECEIVED DEC 19 1957 A.M.

REMARKS: Approval recommended as the revenue we receive will be better than the 80-40 basis authorized for competitive contracts. After 2 years we will have reviewed the estimated costs and have a better basis for recommending the annex.

CONTRACT EXECUTED BY Contract that is DISTRICT SALES MANAGER DATE

RECOMMENDED BY DISTRICT SALES MANAGER 12-17-57 DATE

APPROVED BY 12/18/57

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES OFFICE

1813

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 153
Los Angeles, California

[Rel. 2551]

COMPETITION REPORT

REPORT NO. 10

DATE June 5, 1957 CENTRAL STATION CITY Huntington Park, Calif.

PROSPECT'S NAME Trade-Wind Motor Corp., Inc.

PROSPECT'S ADDRESS 7755 Paramount Boulevard, Rivera, Calif.

CLASS OF SERVICE MFA NO. OF UNITS 6

JOB LOST JOB SECURED X

NAME OF COMPETITOR Protection Engineering Corp.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 555.00	$ 760.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 611.11	$ --

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ about 460.00	$ about 500.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 20

REMARKS

Job was secured because we were able to advertise ADSC and by reducing our cost to about that of competitor over five-year period. Job was taken below basic to prevent competitor from gaining a foothold in area served by Orford Telephone Exchange which serves large area on east side. There is a good possibility of later getting supervision of valves, and at that time we can bring this almost up to ISR.

INSPECTED BY F.B.I.
DATE APR 19 1962
BY
QM 04158

John Heath, Jr.
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

3

[fols. 2552-2553]

COMPETITION REPORT

REPORT NO. 24

DATE July 13, 1960 CENTRAL STATION CITY Huntington Park, California

PROSPECT'S NAME AARON FERER & SONS, INC.

PROSPECT'S ADDRESS 3248 Long Beach Avenue, Los Angeles, California

CLASS OF SERVICE BA - IDS NO. OF UNITS 205

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Protection Engineering Corp., Morse Signaling Devices, Merchants Fire Dispatch

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 5044.00	$ 16,953.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 4632.00	$ 4200.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 40

REMARKS

Subscriber was considering various types of protection systems for this new plant, ranging from competitive central station BA to combination BA-Watchman's patrol service, at maximum quotations of approximately 50% of the rates we have secured. This firm has been a subscriber for over 20 years at two locations in Los Angeles, and in view of the large investment they are making in this new plant, we may expect them to remain our subscriber for many years to come. Recommend acceptance.

INS APR 18 1962
DAT
BY
W. 757

4

SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1815

CONTRACT DATA

KP225

SUPPUM'S
127-155 Pine Avenue
Long Beach, California

CENTRAL STATION MAINTAINED FROM: Huntington Park, Califor
SYSTEM: SSMF 051
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 301-3 department stor

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER K-7952
DATE OF CONTRACT 10-8-59
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 1238.00
DATE EFFECTIVE not started
SERVICE WITH: Above

PROPERTY VALIDATION
BUILDINGS ONLY (OTHER ALARM SYSTEM OWNED): no change
CONTENTS ONLY (HOME AND HOLDUP ALARM SYSTEMS): no change

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO: nothing paid

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	50.00	750.00	15	134.00	2010.00
		750.00			
PLANT ESTIMATE (WHERE SERVICED / FOR ADVANCE / SERVICE CHARGE)					
		750.00	TOTAL MINIMUM BASIC CHARGE		2010.00
		350.00	TOTAL AMOUNT SECURED		
		400.00	DIFFERENCE (EXPLAIN BELOW)		2010.00

INSP. BY PLANT: DATE: MAY 4 1962 BY: 38295

Sub-basic ASC and ADSC due to subscriber's refusal to pay
ure for this protection. Reference is made to competition
rt #50 submitted on the original deal in which describes the
g competition from another alarm company. The same situation
ts and as we are currently negotiating for ADT service in
her location, it is strongly recommended that this job be
ted in order to retain good subscriber relations.

SALES TO COMMISSION CREDIT

Allan B. Hughes 11-21-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE: NOV 25 1959

CONTRACT APPROVED BY
DATE: 11/25/59

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1816
- [fol. 2557]

COMPETITION REPORT

REPORT NO. 14

DATE March 2, 1959 CENTRAL STATION CITY Huntington Park, Calif.

PROSPECT'S NAME CENTRAL LIQUOR & MARKET

PROSPECT'S ADDRESS 6804 South Central Avenue - Los Angeles 1, Calif.

CLASS OF SERVICE BA-MISC NO. OF UNITS 13

JOB LOST JOB SECURED X

NAME OF COMPETITOR American Fire Dispatch

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 534.00	$ 631.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 636.00	$ - - - -	$ 432.00	$ 250.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

Construction costs for this job were amortized in order to stave off the competition's bid for service at this location. This customer is a present subscriber at 5501 South Broadway which made it mandatory to reduce our basic rates to prevent the loss of this deal and possibly their other location too. Recommend this job be accepted as it is the best possible arrangement under these conditions.

INCP. BY PLTF.
DATE APR 19 1962
BY 07606

John P. Dunn
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

9

[Nos. 2558-2559]

FORM 701 10-

COMPETITION REPORT

REPORT NO. 44

DATE May 25, 1959 CENTRAL STATION CITY Los Angeles, California

PROSPECT'S NAME ACME HARDWARE COMPANY LTD

PROSPECT'S ADDRESS 150 South La Brea Avenue, Los Angeles 36, California

CLASS OF SERVICE CBA SSWF NO. OF UNITS 36½

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Morse Signaling Devices

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE
$ 985.00	CBA	$ none
550.00	SSWFA	665.00

ADT QUOTATION

ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE
$ 600.00	CBA	$ none
600.00	SSWF	none

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 6 months

REMARKS

This present subscriber for 49 units of BA service is located diagonally across the street from Morse's central station. Morse's sales manager and owner have been soliciting subscriber since opening central station on the basis that ADT was charging subscriber an excessive amount for BA protection and that their rates for fire and burglary protection combined would be less than ADT for BA only. It was decided that we should try to keep business at all cost, therefore we discontinued some BA protection and secured SS & WFA contract at no ADSC and ASC as shown.

INCP. BY PLTF.
PAID JUN 15 1959
BY 07640

W. J. Kupper, Jr.
SALES REPRESENTATIVE
W. J. Kupper, Jr.

J. L. Scott
DISTRICT SALES MANAGER

17

[fol. 2560]

NY

COMPETITION REPORT

REPORT NO. 11

( ) DATE February 21, 1961 CENTRAL STATION CITY Huntington Park, California

PROSPECT'S NAME BANK OF AMERICA

( ) PROSPECT'S ADDRESS 6800 Compton Boulevard, Paramount, California

CLASS OF SERVICE AFA & IPS NO. OF UNITS 8 & 9

JOB LOST JOB SECURED yes

NAME OF COMPETITOR Protection Engineering Corp.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1385.00	$ 3635.00

ADT QUOTATION

( )

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 948.00	$ 1361.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unknown	$ unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

Protection Engineering Corp. was requested to submit a quotation, and the customer would not divulge the figures for ethical reasons. The competitor consistently quotes substantially lower charges than the reduced amount we secured. In the interest of protecting our business with this subscriber of many years standing we arbitrarily quoted the above prices and secured the contract.

( )

INSP. BY PLTF.
DATE APR 2 3 1962
BY
Ref 10413

SALES REPRESENTATIVE
K. DeSchane

DISTRICT SALES MANAGER

19 . . . . .

Form 701 (10-56)

COMPETITION REPORT

REPORT NO. 4

January 4, 1957 CENTRAL STATION CITY Los Angeles, Calif.

ECT'S NAME THE LONDON SHOP, INC.

ECT'S ADDRESS 303 North Rodeo Drive, Beverly Hills, Calif.

OF SERVICE BA-CKT NO. OF UNITS 11

OST JOB SECURED X

OF COMPETITOR Morse

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 431.00	$ 396.00

RECEIVED
JAN 15 1957
CENTRAL STATION PLANT

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ 125.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 216.00	$ arpund 100.00

IMATE SALES PRODUCTION HOURS CONSUMED 12

REMARKS

been working on this account for years at various locations without success
ow and in order not to lose this business to our competitor, we are submitting
ts for four locations, each at $125.00 ADSC and $300.00 ASC. It is recommended
is location be approved immediately and installation made as soon as possible.
the last of the four locations.

APR 19 1957

COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1820

[fol. 2562]

COMPETITION REPORT

REPORT NO. 11

DATE Dec. 4, 1957 CENTRAL STATION CITY Los Angeles, Calif.

PROSPECT'S NAME NEW YORK MERCHANDISE CO., INC.

PROSPECT'S ADDRESS 5505 E. Olympic Blvd., East Los Angeles, Calif.

CLASS OF SERVICE BA SSWF NO. OF UNITS 25 14

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Protection Engineering Co.

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
SSWF	$ 941.10	$ 1820.00
CBA	750.00	1375.00
	1691.10	3195.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1080.00	$ 1168.00	$ 1080.00	$ 1200.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

Subscriber advised us that in view of our high costs he would secure bids and award contract on price basis only, inasmuch as PEC service was highly recommended and received equal recognition from the Underwriters. I strongely urge acceptance, as this is the first plant to be erected in the new Harvlan Industrial Tract in E. Los Angeles and it would be a distinct advantage to our competitor to extend its service to this area.

INSP. BY PL.
DATE APR 16 1958
BY

M. E. Hubert
H. E. Hubert
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

23

1821

B

B87111

CONTRACT DATA

NAME OF SYSTEM

OWNER'S NAME: ARROW SALES, INC.

ADDRESS: 2713 South Main Street

CITY AND STATE: Santa Ana, California

CENTRAL STATION MAINTAINED FROM: Huntington Park, Californ

SYSTEM: BA - CKT 022

VOCATIONAL CODE NUMBER — DESCRIPTION: 139-3 electronic parts

CONTRACT	X	SERVICE	
INSTALLATION		CENTRAL STATION	X
PERMIT		DIRECT-CONNECTED	
RENEWAL		LOCAL ONLY	
ADDITIONAL BASIC RATE		PROPRIETARY	
ADDITIONAL INCREASED RATE		NATIONAL ACCOUNT	
ADDITIONAL ADDITIONAL SERVICE		NEW YORK	
ADDITIONAL LESS SERVICE		DISTRICT	

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $ 500,0

SPECIAL BILLING INSTRUCTIONS

REFERENCES
DUN AND BRADSTREET'S RATING: B-1
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

NUMBER OF UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	270.00	270.00	7	53.00	371.00
	22.00	132.00	3	26.50	79.50
	11.00	33.00			
		435.00			
	QUALITY COST $		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	QUALITY COST EXCESS OF 10%				
	435.00		TOTAL MINIMUM BASIC CHARGE		450.50
	333.00		TOTAL AMOUNT SECURED		57.50
	102.00		DIFFERENCE (EXPLAIN BELOW)		393.00

EXECUTIVE OFFICE USE

INCR BY PLTF
MAY 6 1969

Approval recommended
J. Hughes 2/19/59

Sub-basic ASC and ADSC due to competition, see report attached
to. Subscriber called in two competitive alarm companies
he fire and burglar protection of this firm and in order to
re this business, it was necessary to make these concessions
ates. Recommend this job be accepted as it is the best deal
inable. See forms submitted simultaneously covering new
allation of AFA service.

CREDIT TO COMMISSION CREDIT

Allan B. Hughes 2-9-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
FEB 16 1959

DATE RECEIVED FROM GENERAL SALES MANAGER

DATE RECEIVED BY DISTRICT SALES MANAGER

CONTRACT RECOMMENDED BY
J. E. Scott FEB 19 1959
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
W. Flanagan 2/25
DATE

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1822

[fols. 2564-2565]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: WHITE FRONT STORES, INC.

STREET ADDRESS: 16040 Sherman Way

CITY AND STATE: Van Nuys, California

CENTRAL STATION FOR SYSTEM: Los Angeles, Cal.

SYSTEM: ERX BA CNT 022

VOCATIONAL CODE NUMBER: 301-2 Dept. store

PROPERTY VALUATION: BUILDING ONLY (FIRE ALARM SYSTEM ONLY) —; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM) 700,

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT

NEW INSTALLATION	X
NEW TENANT	—
SUPPLEMENTAL	—
RENEWAL, SAME RATE	—
RENEWAL, INCREASED RATE	—
RENEWAL, ADDITIONAL SERVICE	—
RENEWAL, LESS SERVICE	—

SERVICE

CENTRAL STATION	X
DIRECT-CONNECTED	—
LOCAL ONLY	—
PROPRIETARY	

NATIONAL ACCOUNT

NEW YORK	—
DISTRICT	

OLD CONTRACT

AUDITOR'S NUMBER	
DATE OF CONTRACT	
TERM OF CONTRACT	
ANNUAL SERVICE CHARGE	$
DATE EFFECTIVE	
SERVICE WITH:	

CREDIT REFERENCES: Present sub. ud #359650, (Residence), 218 Coldwater Canyon Drive

DUN AND BRADSTREET'S RATING: C plus 1

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER'S PAID TO: 10/31/57

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	23	55.00	1265.00
22	20.00	440.00			
22 Pt					
SUB-TOTAL		710.00			
BASE FACILITY COST @ 78.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		7.00			
TOTAL MINIMUM BASIC CHARGE		717.00	TOTAL MINIMUM BASIC CHARGE		1265.00
TOTAL AMOUNT SECURED		730.00	TOTAL AMOUNT SECURED		250.00
DIFFERENCE (EXPLAIN BELOW)		**13.00	DIFFERENCE (EXPLAIN BELOW)		1015.00 *

INCR. BY PLT. DATE 10/1 BY [illegible] 22255

REMARKS: *Best deal obtainable to keep competition out; recommend acceptance since we expect to secure another location for same firm.
** Error in computation.
Competition report simultaneously submitted dated this date.

* Plant Count 22 Sales Count 23

Includes 5 Units For 1 Photoelectric Beams

ALSO ENTITLED TO COMMISSION CREDIT

W. J. Kupper, Jr. 10/2/57
SALES REPRESENTATIVE DATE

REMARKS

Approval recommended
H. Fleming
10/10/57

DATE RECEIVED BY CENTRAL STATION: OCT 10 A.M. 7:15

DATE RECEIVED FROM GENERAL SALES MANAGER:

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER
OCT 8 - 1957
DATE

CONTRACT APPROVED BY
DATE CONTRACT SENT TO HOME OFFICE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1060

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 189
Louisville, Kentucky

CONTRACT DATA

ARMORED CAR COMPANY
1031 SOUTH SIXTH STREET
LOUISVILLE, KENTUCKY

CENTRAL STATION MAINTAINED FROM: LOUISVILLE, KENTUCKY
SYSTEM: BA - MISC. 029
VOCATIONAL CODE NUMBER — DESCRIPTION: 459 - C MONEY TRANSFER

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT X
NEW YORK DISTRICT

OLD CONTRACT: B-907137
AUDITOR'S NUMBER: B-31472
DATE OF CONTRACT: 1-6-53
TERM OF CONTRACT: 5 Years
ANNUAL SERVICE CHARGE: $ 701.90
DATE EFFECTIVE: 9-12-53
SERVICE WITH: ABOVE

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) UNCHANGED

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 10-1-58

EXECUTIVE OFFICE USE

INSP. MAY PLACE
DATE MAY 3 1962
BY
32782

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	700.00	700.00			
	20.00	60.00			
	48.00	48.00			
		828.00			
	57.60		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		0.00			
		828.00	TOTAL MINIMUM BASIC CHARGE		
		933.60	TOTAL AMOUNT SECURED		
	(*)	105.60	DIFFERENCE (EXPLAIN BELOW)		

(*) Apply to maintenance & operating costs; contract renewed on the basis of 33% increase over existing rate.
L.D.T. TRANSMITTER TO: Mr. James T. Meyer, President

THIS COVERS RENEWAL OF EXISTING SERVICE WITH AN INCREASE OF $231.70 PER ANNUM, EFFECTIVE 10-1-58.

R. L. LOHR — 11-18-58
SALES REPRESENTATIVE — DATE

EXEC. SALES DEPT.
RECEIVED
APR 28 1958

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY — APR 22 1958
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

2

[fols. 2567-2569]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: BROWN-FORMAN DISTILLERS CORPORATION (BROWN-FORMAN DIVISION)

STREET ADDRESS: 820 South 20th Street

CITY AND STATE: Louisville, Kentucky

CENTRAL STATION MONITORED FROM: Louisville, Ky.

SYSTEM: RA-DW

OCCUPATIONAL CODE NUMBER — TYPE: 41-A Distillery

NEW CONTRACT
- NEW INSTALLATION: ____
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: ____
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ____
- RENEWAL, LESS SERVICE: ____

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY: ____

NATIONAL ACCOUNT
- NEW YORK DISTRICT: ____

OLD CONTRACT: B-47861 B-50931 B-62423
- AUDITOR'S NUMBER
- DATE OF CONTRACT: 3-22-55
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 755.40
- DATE EFFECTIVE: 6-27-55
- SERVICE WITH: Same

PROPERTY VALIDATING: DISCLOSING ONLY (GIVING ALARM SYSTEM USED) ____ CONTENTS ONLY (GIVING ALARM SYSTEM USED) ____

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 5-31-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
25	13.50	337.50			
SUB-TOTAL		637.50			
FACILITY COST $ ____		0.00	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
10% FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		637.50	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		838.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		# 200.50	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: [illegible] neval of existing service with an increase of $82.60 pr annum effective 1-60.

(*) To maintenance costs.

ALSO ENTITLED TO COMMISSION CREDIT

W. J. O'Meara — SALES REPRESENTATIVE — 6-10-60 DATE

REMARKS

DATE RECEIVED BY GENERAL SALES OFFICE: JUN 14 1960 A.M. 7:18

DATE RECEIVED FROM GENERAL SALES OFFICE: 6/14/60

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: 6/20/60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

CONTRACT DATA

B-68198

Courier-Journal Lithographing Company

Old Shopherdsville Road at Indian Trail

Bonchel, near Louisville, Kentucky

CENTRAL STATION MAINTAINED FROM: Louisville, Kentucky

SYSTEM: BA-Ckt. 022

VOCATIONAL CODE NUMBER — DESCRIPTION: 106-A Lithographers

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) 1,000,000.00

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 2,000,000.00

SPECIAL BILLING INSTRUCTIONS

X	SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY
	NATIONAL ACCOUNT: NEW YORK —; DISTRICT
	OLD CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

DUN AND BRADSTREET'S RATING: A 1 A1

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

NUMBER OF UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	270.00	270.00 ·	13 ·	55.00	715.00
	20.00 ·	240.00 ·			
		510.00			
	(*)		PLANT ESTIMATE (WHERE REQUIRED / PRO ADVANCE / SERVICE CHARGE)		
		510.00 ·	TOTAL MINIMUM BASIC CHARGE		715.00 ·
		630.00 ·	TOTAL AMOUNT SECURED		770.00 ·
	(**)	120.00 ·	DIFFERENCE (EXPLAIN BELOW)		55.00 ·

(*) Ex wire costs. Burglar alarm connected to SS circuit approval of Operating Dept.

(**) To high cost of installation.

ATT Transmitter to: Mr. Walter Butt, Jr., Secretary

EXECUTIVE OFFICE USE

INSP. BY PETT. DATE 7-1957 BY

$2220

R. L. Lohr 3-7-57
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

DATE RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: E. O. Betscher 3-18-57
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1826

[fol: 2571]

CONTRACT DATA

Dist. 1

B175

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: American Builders Supply Company, Inc.

STREET ADDRESS: 3113 South Floyd Street

CITY AND STATE: Louisville, Kentucky

CENTRAL STATION NUMBERING FROM SYSTEM: Louisville, Ky.

VOCATIONAL CODE NUMBER: BA HY

101-C Building

PROPERTY VALUATION: BUILDINGS ONLY ____ SPRINKLER ALARM SYSTEM ____

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM) ____

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	____	CENTRAL STATION	X	AUDITOR'S NUMBER	P-60203
NEW TENANT	____	DIRECT-CONNECTED	____	DATE OF CONTRACT	7/3/56
SUPPLEMENTAL	____	LOCAL ONLY	____	TERM OF CONTRACT	5 yrs.
RENEWAL, SAME RATE	____	PROPRIETARY		ANNUAL SERVICE CHARGE	$ 515.68
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	10/1/61
RENEWAL, ADDITIONAL SERVICE	____	NEW YORK	____	SERVICE WITH:	above
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING ____

NUMBER OF CREDIT LETTERS ATTACHED ____

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE

INSP BY PLIP DATE MAY 0 DATE

82778

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		300.00			
4	24.00	96.00			
ST					
SUB-TOTAL		396.00			
FIRE FACILITY COST $ 153.60			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FIRE FACILITY COST EXCESS OF 10%		39.20			
TOTAL MINIMUM BASIC CHARGE		435.20	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		555.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW) *		119.80	DIFFERENCE (EXPLAIN BELOW)		

REMARKS * To apply to maintenance and operating costs.

Renewed with increase of $39.32 per annum, effective 10-1-61.

ALSO ENTITLED TO COMMISSION CREDIT

W. M. Knapp SALES REPRESENTATIVE 9/1/61 DATE

REMARKS

DATE RECEIVED BY GENERAL SALES OFFICE: SEP 7 1961

DATE RECEIVED FROM CENTRAL STATION: 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

SEP 8 1961

DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

9/7/61

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

11

CONTRACT DATA

P 10263

LOUISVILLE COURIER JOURNAL COMPANY
525 WEST BROADWAY
LOUISVILLE, KENTUCKY

CENTRAL STATION MAINTAINED FROM: LOUISVILLE, KENTUCKY
SYSTEM: IS - MISC. 039
VOCATIONAL CODE NUMBER — DESCRIPTION: 401-C Newspaper,Radio St

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY —
NATIONAL ACCOUNT —
NEW YORK DISTRICT —

OLD CONTRACT
AUDITOR'S NUMBER P-5314 ✓
DATE OF CONTRACT 2-10-53
TERM OF CONTRACT 5 Years
ANNUAL SERVICE CHARGE $ 319.00 ✓
DATE EFFECTIVE 10-1-53
SERVICE WITH: ABOVE

PROPERTY VALUATION
BUILDINGS ONLY (PUSH BUTTON SYSTEMS ONLY) $ —
CONTENTS ONLY (PUSH AND DOORLOCK ALARM SYSTEMS) $ —

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING —
NUMBER OF CREDIT LETTERS ATTACHED —
PRESENT SUBSCRIBER PAID TO 10-1-58

EXECUTIVE OFFICE USE

INCP. RECEIVED MAY 4 1962
DATE
BY
P 32945

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL: NO. OF UNITS	ANNUAL: PER UNIT	ANNUAL: AMOUNT	ADVANCE: NUMBER OF UNITS	ADVANCE: PER UNIT	ADVANCE: AMOUNT
	34.00	272.00			
		272.00			
QUALITY GRP 1 0.00		0.00	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
QUALITY GRP EXCESS OF 10%		272.00	TOTAL MINIMUM BASIC CHARGE		
MINIMUM BASIC CHARGE		181.00	TOTAL AMOUNT SECURED		
AMOUNT SECURED		212.00	DIFFERENCE (EXPLAIN BELOW)		

This covers RENEWAL of existing service with a progressive in- e in ASC amounting to $165.00, effective 10-1-58. This was best ible negotiation.
, Transmitter to: Mr. T. A. Corcoran, Director of Purchasing.

R. L. LOHR 10-3-58
SALES REPRESENTATIVE DATE

SHOULD TO COMMISSION CREDIT

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

4 374 eff 10-1-58
429 eff 10-1-59
480 eff 10-1-60

CONTRACT CHECKED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED
19

DATE CONTRACT SENT TO DISTRICT SALES MANA

1828

Vol. 2573]

1)

CONTRACT DATA

B81689

RECONCILIATION OF UNIT COUNT

CENTRAL STATION MAINTAINED FROM: Louisville, Kentucky

SYSTEM: BA - MISC. 029

SUBSCRIBER'S NAME: Southern Bell Telephone and Telegraph Company

STREET ADDRESS: 1031 South Sixth Street

CITY AND STATE: Louisville, Kentucky

VOCATIONAL CODE NUMBER: 91-C Telephone Co.

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) ____ CONTENTS ONLY (STORE AND DOUGLAS ALARM SYSTEM) ____

SPECIAL BILLING INSTRUCTIONS:

TYPE OF CONTRACT: NEW INSTALLATION	____	SERVICE: CENTRAL STATION	X
NEW TENANT	____	DIRECT-CONNECTED	____
SUPPLEMENTAL	____	LOCAL ONLY	____
RENEWAL, SAME RATE	____	PROPRIETARY	
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT: NEW YORK	____
RENEWAL, ADDITIONAL SERVICE	____	DISTRICT	
RENEWAL, LESS SERVICE	____		

OLD CONTRACT:
AUDITOR'S NUMBER: B-35009
DATE OF CONTRACT: 9-9-53
TERM OF CONTRACT: 5 years
ANNUAL SERVICE CHARGE: $ 360.84
DATE EFFECTIVE: 10-26-53
SERVICE WITH: Above

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 11-1-58

EXECUTIVE OFFICE USE

INSP. BY PLANT DEPT. DATE 11 BY [illegible] 33944

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL: NUMBER OF UNITS	PER UNIT	AMOUNT	ADVANCE: NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00			
10	20.00	200.00			
Plant Count 20	Sales Count 11				
TOTAL		470.00			
BASIC FACILITY COST $ 57.60			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
BASIC FACILITY COST EXCESS OF 10%		10.60			
TOTAL MINIMUM BASIC CHARGE		480.60	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		651.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		169.40	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Renewal with increase of $289.16 effective 11-1-58. One approved copy of contract to subscriber. One (1) copy of approved contract to Sales Repr. G. M. Key for transmittal to Subscriber's General Office, Atlanta, Ga. ADT Transmitter to Mr. Sam. H. Ridgway, General Commercial Mgr. Unit count reduced 9 units due to change in method of computing units for mercantile phonetalarm. (*) To high cost of maintenance and short term contract.

DATE RECEIVED BY GENERAL SALES OFFICE: AUG 19 1958

ENTITLED TO COMMISSION CREDIT: G. M. Key 50%

R. L. Lohr, SALES REPRESENTATIVE — DATE: 8-14-58

CHANGES

CONTRACT EXECUTED BY: O. Botschar, DISTRICT SALES MANAGER — DATE: 8-15-58

CONTRACT RECOMMENDED BY: ____, DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DEPOSIT

24

CONTRACT DATA

#1

T-29886

Stitzel-Weller Distillery, Inc.

1000 Fitzgerald Road

Shively, Kentucky

Louisville, Ky.

VR-WT

44-A Whiskey Distillery

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK
DISTRICT X

OLD CONTRACT T-25293
AUDITOR'S NUMBER T-26859
DATE OF CONTRACT 10-19-55
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 2,152.50
DATE EFFECTIVE 2-1-56
SERVICE WITH: Above at: Madison Ave. off Ralph Ave.

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (BURG. AND HOLDUP ALARM SYSTEMS) Uncharted

SPECIAL BILLING INSTRUCTIONS
Monthly in advance To: Stitzel-Weller Distiller Station "D" Louisville 10, Ky.

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 12-31-60

EXECUTIVE OFFICE USE

INSP. BY PLT. DATE MAY 1 1968 BY 22351

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	300.00	300.00			
	40.00	1680.00			
12A	40.00	640.00			
	60.00	60.00			
		2680.00			
QUALITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
QUALITY COST EXCESS OF 10%					
MINIMUM BASIC CHARGE		2680.00	TOTAL MINIMUM BASIC CHARGE		
AMOUNT SECURED		3330.87	TOTAL AMOUNT SECURED		
EXCESS (EXPLAIN BELOW) (+)		650.87	DIFFERENCE (EXPLAIN BELOW)		

Renewal with increase of $1188.37 effective 2-1-61.
ness secured to be applied to Inspection and Operation of the
e to this large premises.
ed copy to: Stitzel-Weller Distillery, Station "D",
ville 10, Kentucky.

AMOUNT TO COMMISSION CREDIT

W. J. O'Meara 12-8-60
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT APPROVED BY

CONTRACT EXECUTED BY

Petscher 12-9-60
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER DATE

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1830

[fol. 2575]

CONTRACT DATA

#1

V. 5806

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Stitzel-Weller Distillery, Inc.

STREET ADDRESS: 4000 Fitzgerald Road

CITY AND STATE: Shively, Kentucky

CENTRAL STATION MANNED FROM: Louisville, Ky.

SYSTEM:

VOCATIONAL CODE NUMBER: 44-A Whiskey Distil

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY) — CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS: Monthly in advance to Stitzel Weller Distil Station "D" Louisville 10, Ky.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	V-1865 V-51808
NEW MXXX address	X	DIRECT-CONNECTED		DATE OF CONTRACT	10-19-55
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$ 13,305.00
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	2-1-56
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	Above at: Madison Ave. off Ralph Ave.
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO: 12-31-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00			
223	55.00	12265.00			
			210 Units	14 Units	
			9679.20	5803.10	
SUB-TOTAL		12650.00			
ADD FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
ADD FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		12650.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		15182.30	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)	(*)	2532.30	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

Log # 102

1st 12 unit charge

Add'l unit chg

V # 9679.20

K # 5803.10

$15,482.30

INSP. BY

DATE

BY

REMARKS: Previous submissions incorrectly included 16 first unit charges. Service located all at same premises hence only one first unit charge secured now. Renewal with increase of $2177.30 effective 2-1-61. (*)Excess secured to be applied to Inspection and Operation of the service to this large premises. Approved copy of contract to: Stitzel-Weller Distillery, Station "D", Louisville 10, Kentucky.

ML.

DO ENTITLED TO COMMISSION CREDIT

W. J. O'Meara — SALES REPRESENTATIVE — 12-8-60 DATE

DATE RECEIVED BY GENERAL SALES MGR.

REMARKS

DATE RECEIVED FROM GENERAL SALES MGR.

CONTRACT EXECUTED BY

E. O. Betscher — DISTRICT SALES MANAGER — 12-9-60 DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MGR.

1831

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 190
Memphis, Tennessee

#1 K 3211

CONTRACT DATA

River Brand Rice Mills, Inc.
2371 Prospect Avenue
Memphis, Tennessee

CENTRAL STATION MAINTAINED FROM: Memphis, Tennessee
SYSTEM: [illegible] 051
VOCATIONAL CODE NUMBER — DESCRIPTION: 142-A Milling

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT X
NEW YORK
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER: K 3211
DATE OF CONTRACT: 7-23-56
TERM OF CONTRACT: 5 years
ANNUAL SERVICE CHARGE: $ 1735.00
DATE EFFECTIVE: 10-19-56
SERVICE WITH: Above

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $
SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO: 7-31-61

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00			
55.00	1815.00			
	2200.00			
PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)				
	2200.00	TOTAL MINIMUM BASIC CHARGE		
	2554.00	TOTAL AMOUNT SECURED		
	354.00	DIFFERENCE (EXPLAIN BELOW)		

INSTALLED DAYTONA BEACH 33566

Best deal obtainable.
[illegible] with increase of $819.00, effective 8-1-61.

Please return the signed duplicate to S. J. Sievers for transmittal to the Subscriber.

EXPLAIN TO COMMISSION CREDIT: S. J. Sievers-50% Override
T. H. Prescott 8-4-61
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER
AUG 16 1961

CONTRACT APPROVED BY

CONTRACT EXECUTED BY
AUG 15 1961
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1852

fols. 2578-2580]

023

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: General Motors Corporation, A Delaware Corporation, Buick Motor Division

STREET ADDRESS: 730 Huron Avenue

CITY AND STATE: Memphis, Tennessee

CENTRAL STATION: Memphis, Tennessee

SYSTEM: BA DW

SIC NATIONAL CODE NUMBER: 34-B Auto parts

NEW CONTRACT
- NEW INSTALLATION ____
- NEW TENANT ____
- SUPPLEMENTAL ____
- RENEWAL, SAME RATE ____
- RENEWAL, INCREASED RATE X
- RENEWAL, ADDITIONAL SERVICE ____
- RENEWAL, LESS SERVICE ____

SERVICE
- CENTRAL STATION X
- DIRECT-CONNECTED ____
- LOCAL ONLY ____
- PROPRIETARY

NATIONAL ACCOUNT
- NEW YORK
- DISTRICT Detroit X

OLD CONTRACT
- AUDITOR'S NUMBER B-66906 ✓
- DATE OF CONTRACT 2/13/51
- TERM OF CONTRACT 5 yrs
- ANNUAL SERVICE CHARGE $ 977.00 ✓
- DATE EFFECTIVE 4/1/51
- SERVICE WITH above

PROPERTY VALUATION
- BUILDINGS ONLY (OTHER THAN STORAGE RISKS) ____
- CONTENTS ONLY (STORE AND STORAGE CLASS RISKS) No de

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING ____

NUMBER OF CREDIT LETTERS ATTACHED ____

PRESENT SUBSCRIBER PAID TO 3/31/62

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
10	24.00	240.00			
14	12.00	168.00			
2 ex. sets	56.00	112.00			
Point Count 24 Sales Count 25					
Includes 7 Units For 1 Photoelectric Beam					
SUB-TOTAL		820.00			
LINE FACILITY COST $ 211.20 158.40					
LINE FACILITY COST EXCESS OF 10%		76.40	ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
TOTAL MINIMUM BASIC CHARGE		896.40	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1120.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		(**) 223.60	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Renewal of existing service with an increase of $143.00 in the annual service charge, effective 4/1/62. (*) Contacts on doors only. Contract secured by Detroit District Office and three (3) approved copies of this agreement to be returned to them, for transmittal to the subscriber. (**) Excess to maintenance costs.

NAME TO BE ENTITLED TO COMMISSION CREDIT: J. L. Beckwith 50% over ride

SALES REPRESENTATIVE: [signature] DATE: 3/30/62

REMARKS

CONTRACT EXECUTED BY: [signature] Sep 2 1952
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE RECEIVED BY CENTRAL STATION

DATE RECEIVED FROM GENERAL SALES OFFICE: MAR 4 1962

CONTRACT APPROVED 4

DATE CONTRACT SENT TO ACCOUNT

3

CONTRACT DATA

V-11799

B. Lowenstein & Brothers, Inc.

4050 Highway 51, South

Memphis, Tennessee

Memphis, Tenn.

SSWF

301-C Department Store

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK
DISTRICT Washington

OLD CONTRACT
AUDITOR'S NUMBER V-21.19
DATE OF CONTRACT 10-27-55
TERM OF CONTRACT 5 yrs.
ANNUAL SERVICE CHARGE $ 1092.20
DATE EFFECTIVE 7-24-56
SERVICE WITH: Above At:

PROPERTY VALUATIONS
BUILDINGS ONLY (OPEN ALARM SYSTEMS ONLY) $ No ch
CONTENTS ONLY (SAFE AND DOUGLAS ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS
Whitehaven South-Gate Shopping Center, Highway 51, So

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 7-31-61

EXECUTIVE OFFICE USE

INSP. BY
DATE
30499

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
7	385.00	385.00			
9	55.00	495.00			
Count 12	Sales	Count 16			
Ch. 2	Units For	1 Excess Pressure Pumps			
		880.00			
QUALITY COST %			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
QUALITY COST EXCESS OF 10%		880.00	TOTAL MINIMUM BASIC CHARGE		
MINIMUM BASIC CHARGE		1201.41	TOTAL AMOUNT SECURED		
AMOUNT SECURED	(a)	321.41	DIFFERENCE (EXPLAIN BELOW)		

Renewal of existing service with an increase of $109.21 on a
gressive increase schedule as follows:
ctive as of 8-1-61 - 1114.04
ctive as of 8-1-62 - 1135.88
ctive as of 8-1-63 - 1157.72
ctive as of 8-1-64 - 1179.56
ctive as of 8-1-65 - 1201.41

CREDIT TO COMMISSION CREDIT
H. May - 50% override

T. H. Prescott 7-6-61
SALES REPRESENTATIVE DATE

RECEIVED BY GENERAL SALES MANAGER
JUL 12 1961
DATE RECEIVED FROM GENERAL SALES MANAGER

(a) To maintenance costs.
scriber's two approved copies of contract to H. E. May for
ntial.

CONTRACT APPROVED BY
JUL 11 1961
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

DATE CONTRACT RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MA

1834

[Vols. 2582-2583]

CONTRACT DATA

RECONCILIATION OF UNIT COUNT 50

13739

LOCATION OF SYSTEM: Memphis, Tennessee

SUBSCRIBER'S NAME: Cargill, Incorporated

STREET ADDRESS: 1079 North Second Street

CITY AND STATE: Memphis, Tennessee

SYSTEM: BA-CKT

VOCATIONAL CODE NUMBER: 141-8 Feed & Grain

NEW CONTRACT
NEW INSTALLATION —
NEW TENANT —
SUPPLEMENTAL —
RENEWAL, SAME RATE —
RENEWAL, INCREASED RATE X
RENEWAL, ADDITIONAL SERVICE —
RENEWAL, LESS SERVICE —

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK —
MINNEAPOLIS

OLD CONTRACT
AUDITOR'S NUMBER B-49104 / B-94091
DATE OF CONTRACT 11/21/55
TERM OF CONTRACT 5 yrs.
ANNUAL SERVICE CHARGE $ 1397.00
DATE EFFECTIVE 10/17/55
SERVICE WITH above at 1215 North Second Street

PROPERTY VALUATION
BUILDINGS ONLY (STATE ALLOCATED AMOUNT)
CONTENTS ONLY (STATE AMOUNT)

SPECIAL BILLING INSTRUCTIONS: Mr. R. J. Lind, Manager, A. D. T. Company, 9 North Fourth Street, Minneapolis 1, Minn.

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO 10/31/60

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
30	24.00	720.00			
19	12.00	228.00			
3 ex sets	56.00	168.00			
50					
TOTAL		1416.00			
FACILITY COST $ none		—	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FACILITY COST EXCESS OF 10%					
MINIMUM BASIC CHARGE		1416.00	TOTAL MINIMUM BASIC CHARGE		
AMOUNT SECURED		1636.50	TOTAL AMOUNT SECURED		
EXCESS (EXPLAIN BELOW)		(*) 220.50	DIFFERENCE (EXPLAIN BELOW)		

5 units dec. 6/61
Subs. chgd. from J for E
E.K.

INCR. BY [illegible]
RATE
[illegible]
33444

REMARKS: Renewal and correction of address. (*) Excess to apply to high cost of excess wire and maintenance. Previous annual service charge included $300.00 amortized advance service charge that has now been paid up. Eliminating this paid up amortized advance service charge, this renewal contract provides for an increase of $299.50, effective 12/1/60. Date of contract listed above due to rewritting the original agreement. Present unit count shows 51 units installed, however, there are only 50 units presently installed. Two approved copies of the agreement to be returned to Mr. Byron Kenney, Minneapolis for transmittal to the Subscriber. Omit court for permanent protection based on cumulative total.

SUBSCRIBER ENTITLED TO COMMISSION CREDIT: Byron Kenney 50% over ride

SALES REPRESENTATIVE [signature] DATE 11/4/60

DATE RECEIVED BY SERVICE SALES MANAGER

RECEIVED
NOV 8 1960
A.M. P.M.
12 1 2 3 4 5 6 7 8 9 10 11 12

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY [signature]
NOV 8 1960
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY [signature] 11-16.

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1835

CONTRACT DATA

B-55284

Farrell-Calhoun Paint Company
106 North Front Street
Memphis, Tenn.

CENTRAL STATION MAINTAINED FROM: Memphis, Tenn.
SYSTEM: BA DW 021
VOCATIONAL CODE NUMBER — DESCRIPTION: 371-A Paint Mfg.

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER B-10643
DATE OF CONTRACT 9/30/50
TERM OF CONTRACT 5 yrs
ANNUAL SERVICE CHARGE $ 219.00
DATE EFFECTIVE 1/1/51
SERVICE WITH: above

PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY) $
CONTENTS ONLY (SPRINKLER AND SUPERVISED ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 12/31/55

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	18.00	230.00 342.00			
		572.00			
3/4 mi C.O.			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		572.00	TOTAL MINIMUM BASIC CHARGE		
		470.00	TOTAL AMOUNT SECURED		
(*)		102.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

-20 units deac -470
Add. 4 1/2/58 SO #552
Subst. Acc. 0
0 units
INSP. BY PLTF.
DATE MAY 4 1961
BY
#3437

(*) Renewal at increased AnSC of $191.00, effective 1/1/56. Increase represents better than 60%, in line with Memphis renewal program.

Subscriber returned only the original of contract. Please furnish photo copy for his file.

F.W.Johnson 1/1/56
SALES REPRESENTATIVE DATE

1-9-56
DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

DATE CONTRACT RELEASED

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT APPROVED BY

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1836

[Vols. 2585-2586]

CONTRACT DATA

B1963

LOCATION OF SYSTEM			
SUBSCRIBER'S NAME	Kats Drug Company	CENTRAL STATION HANDLING THIS SYSTEM	Memphis, Tennessee
STREET ADDRESS	Lamar Airway Center - 2256 Lamar Avenue		BA-CKT
CITY AND STATE	Memphis, Tennessee	VOCATIONAL CODE NUMBER OR NAME	Retail Drugs 121-6
TYPE OF CONTRACT	SERVICE	OLD CONTRACT B-40277 / B-49159	PROPERTY VALUATION
NEW INSTALLATION	CENTRAL STATION X	AUDITOR'S NUMBER B-67955	BUILDINGS ONLY (OTHER ALARM SYSTEMS OWNED)
NEW TENANT	DIRECT-CONNECTED	DATE OF CONTRACT 4-22-54	CONTENTS ONLY (SAFE AND BURGLAR ALARM SYSTEMS)
SUPPLEMENTAL	LOCAL ONLY	TERM OF CONTRACT 5 YRS.	SPECIAL BILLING INSTRUCTIONS
RENEWAL, SAME RATE	PROPRIETARY	ANNUAL SERVICE CHARGE $ 733.40 /	
RENEWAL, INCREASED RATE X	NATIONAL ACCOUNT	DATE EFFECTIVE 8-18-54	
RENEWAL, ADDITIONAL SERVICE X	NEW YORK	SERVICE WITH: Above at (**)	
RENEWAL, LESS SERVICE	DISTRICT St. Louis X		

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER'S PAID TO 4-30-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00	(*) 1	33.50	33.50
11	22.00	242.00			
) 2	11.00	22.00			
xt. cst	51.00	51.00			
TOTAL		585.00			
FACILITY COST $ none			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FACILITY COST EXCESS OF 10%					
L MINIMUM BASIC CHARGE		585.00	TOTAL MINIMUM BASIC CHARGE		33.50
L AMOUNT SECURED		755.40	TOTAL AMOUNT SECURED		33.50
FERENCE (EXPLAIN BELOW) (***)		170.40	DIFFERENCE (EXPLAIN BELOW)		

INSP. EXPLD. DATE 33471

REMARKS Agreement becomes effective upon completion of the additional installation. (*) Contacts on doors only. No wire costs charged as this is McCulloh service. Subscriber's approved copy of contract to be sent to P.C. Sherer in our St. Louis Office for transmittal to subscriber. P.C. Sherer assisted in this renewal and is entitled to usual override.

(*) (Lamar Airway Center) Lamar & Park Avenue.

TO BE ENTITLED TO COMMISSION CREDIT: P.C. Sherer - SC override — T. H. Prescott 4-29-59 (SALES REPRESENTATIVE, DATE)

REMARKS (***) To Maintenance costs.

CONTRACT EXECUTED BY: [illegible] MAY 13 1954 — DISTRICT SALES MANAGER, DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER, DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO ACCOUNTING DEPT.

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

22

CONTRACT DATA

V-51550

King Warehouse, Inc.
1985 Chelsea Avenue
Memphis, Tennessee

CENTRAL STATION MAINTAINED FROM: Memphis, Tennessee
SYSTEM: SSWF-051
VOCATIONAL CODE NUMBER — DESCRIPTION: 492-B Warehousing

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK Annual Serv. Chg.
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER V-39013 P-5188
DATE OF CONTRACT 2/28/52
TERM OF CONTRACT 5 YRS
ANNUAL SERVICE CHARGE $ 675.47 / 6/1/52
DATE EFFECTIVE
SERVICE WITH above

PROPERTY VALUATION
BUILDINGS ONLY $ 50,0
(FIRE ALARM SYSTEM ONLY)
CONTENTS ONLY corrected 250,0
(FIRE AND BURGLAR ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS: Invoices to be mailed to following address: 702 McCall Building 75 McCall Place Memphis, Tennessee

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 5/31/57

EXECUTIVE OFFICE USE

INSP. BY PLANT
DATE JUN 4 1957
33482

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	315.00	315.00			
	48.00	624.00			
Inc. Chg.	$ 451.71	W 447.25	M 331.95		
		939.00			
ALITY COST $	218.40	154.50	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
ALITY COST EXCESS OF 10%		1093.50	TOTAL MINIMUM BASIC CHARGE		
IMUM BASIC CHARGE		986.20	TOTAL AMOUNT SECURED		
OUNT SECURED		107.30	DIFFERENCE (EXPLAIN BELOW)		
CE (EXPLAIN BELOW)	(+)				

Renewal of the existing service with an increase of $310.73 annual, is the annual service charge, effective 6/1/57. Some locality is getting this renewal due to 60% increase and the type business. The brother that had the service installed five years has deceased and this brother was not infavor of keeping the service with such an increase in money. We compromised to get this renewal for a 46% increase, which we feel in this case is a very

RELATED TO COMMISSION CREDIT

5/29/57
SALES REPRESENTATIVE DATE

substantial increase as our records indicate we have no trouble this installation. This Subscriber had discussed a Gamewell action with the city back in 1952 and we did not want the Subject before our city fathers again, even though we feel that we it liked. Payments changed from annually in advance to quarterly in advance at the Subscriber's insistence.

EXEC. SALES DEPT.
RECEIVED
JUN 7 1957
A.M. 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6

CONTRACT APPROVED BY
O. Botscher 6-4-57
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT ISSUED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1838

Vol. 2588 Renewal & Change in Name

CONTRACT DATA

SUBSCRIBER'S NAME: Watkins Products, Inc.

STREET ADDRESS: 62-70 West E. H. Crump Blvd.

CITY AND STATE: Memphis, Tennessee

CONTROL STATION: Memphis, Tenn.
SYSTEM: BA-DM
EXCHANGE CODE NUMBER: 121-A Madison

NEW CONTRACT
- NEW INSTALLATION: —
- NEW TENANT: —
- SUPPLEMENTAL: —
- RENEWAL Date Method: I
- RENEWAL X Leased Date: —
- RENEWAL, ADDITIONAL SERVICE: —
- RENEWAL, LESS SERVICE: —

SERVICE
- CENTRAL STATION: I
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT(S)
- AUDITOR'S NUMBER: B-58191 / B-57766
- DATE OF CONTRACT: 3-26-56
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $1786.30
- DATE EFFECTIVE: 6-1956
- SERVICE WITH: J.R. Watkins Co. same address

PROPERTY VALUATION
- BUILDINGS ONLY (OTHER ALARM DEVICE ONLY): —
- CONTENTS ONLY (SAFES AND SPECIAL CASH DEVICES): No change

SPECIAL BILLING INSTRUCTIONS: 1

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO: 6-30-61

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00			
21	24.00	504.00			
43	12.00	516.00			
1 ex	56.00	56.00			
Plant Count act 65	Sales Count 65				
Include 6 [illegible] For 1 [illegible] Electric Beam:					
SUB-TOTAL		1376.00			
MINE FACILITY COST $ 198.60			PLANT ESTIMATE (UNITS PROVIDED FOR ADVANCE SERVICE CHARGE)		
MINE FACILITY COST EXCESS OF 10%		61.00			
TOTAL MINIMUM BASIC CHARGE		1437.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1587.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		* 150.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: (*) Excess to apply to maintenance. Renewal effective 7-1-61. This renewal contract providds for a decrease of $199.30. Subscriber's copy of contract to be returned to:
Mr. J. A. Palmer, Supt.
Watkins Products, Inc.
62-70 West E. H. Crump Blvd.
Memphis, Tenn.

ALSO ENTITLED TO COMMISSION CREDIT

[signature] 6-6-61
SALES REPRESENTATIVE — DATE

REMARKS

B-14695

CONTRACT EXECUTED BY — CONTRACT

DISTRICT MANAGER — DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE — DATE CON

Carbon Change in name

39

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 191

Milwaukee, Wisconsin

[illegible]

Form 981 [illegible]

COMPETITION REPORT

REPORT NO. 6

DATE 3-30-59 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME Johnson Service Company

PROSPECT'S ADDRESS 3713 North Humboldt Avenue

CLASS OF SERVICE AFA-SSHF-IP NO. OF UNITS 9-10-5

JOB LOST JOB SECURED YES

NAME OF COMPETITOR Merchants Police Signalling & Alarm Co.

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2000.00	$ 4971.00

[illegible] 071.51

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1208.50	$ none

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30 hours

REMARKS

This concern is presently a subscriber at another location for AFA where we split the service with Merchants Police (i.e. we protect approximately one-half they protect 1/2) At present we are attempting to convince subscriber that they should use all ADT at both locations and the above submission is predicated on endeavoring to obtain this dual Special pricing approved after pre-consultation between Mr. Brecnbill, Mr. Turnbull and Milwaukee Sales Representative, Kichiel and King. Previous discussions with Mr. Roecke regarding ADT Company's extension of Automatic Fire Alarm Service to our presently protected by our competitor without installation cost to the subscriber greatly influenced the subscriber's decision to utilize ADT at this location.

WYADTHILLde 5-19-60 ADT

DISTRICT SALES REPRESENTATIVE W. J. King

DISTRICT SUPERINTENDENT

1

1840

[fols. 2590-2591]

COMPETITION REPORT

SUBMITTED REPORT NO. 40.

DATE August 25, 1958 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME Dykro Distributors, Inc.

PROSPECT'S ADDRESS 6057 North Wilson Drive, Milwaukee, Wisconsin

CLASS OF SERVICE BA - IP NO. OF UNITS 20 - 5

JOB LOST _____ JOB SECURED yes

NAME OF COMPETITOR Merchants Police Signaling & Alarm Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 860.00	$ 1230.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 768.00	$ ----	$ 700 approx.	$ ----

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10 hours

REMARKS

This subscriber at another location on moving to this building requested quotes on the above. First quote was with annual and advance fees at 80-60 and Merchants Police was called in and quoted lower. We then amortized at about 72-50 and even though Merchants Police went lower we were given the job; partly on our past service record and also because there was a $301.00 equity fee that they have to pay on the old location.

Typed 8-28 Proofed 8-29

INSP. BY PLT. DATE APR 13 1960 BY 05854

W. J. King
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

2

CONTRACT DATA

#7

Suffolk L 584

HOTPOINT COMPANY, A DIVISION OF GENERAL ELECTRIC COMPANY

4769 West Electric Avenue

Milwaukee 14, Wisconsin

CENTRAL STATION MAINTAINED FROM: Milwaukee, Wisconsin

SYSTEM: SSMF 051

VOCATIONAL CODE NUMBER — DESCRIPTION: 139-1 Elec. Equip.

PROPERTY VALUATION: BUILDINGS ONLY (SPRK ALARM SYSTEM ONLY) 1,000,000.00; CONTENTS ONLY (SPRK AND DUPLEX ALARM SYSTEMS) 12,000,000.00

SPECIAL BILLING INSTRUCTIONS: SAME

SERVICE
- CENTRAL STATION — X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY X

NATIONAL ACCOUNT
- NEW YORK DISTRICT X

OLD CONTRACT
- AUDITOR'S NUMBER: K-6581 ✓
- DATE OF CONTRACT: 12-24-58
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 1647.00
- DATE EFFECTIVE: Pending
- SERVICES WITH: above

Present Subscriber — various locations & serv.

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER, PAID TO:

EXECUTIVE OFFICE USE

INC: MAY 14 1962
DATE:
BY:
33333

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL: NO. OF UNITS	ANNUAL: PER UNIT	ANNUAL: AMOUNT	ADVANCE: NUMBER OF UNITS	ADVANCE: PER UNIT	ADVANCE: AMOUNT
4/5	50.00	220.00	4-2/5	137.00	602.80
		220.00			
FACILITY CHG.			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FACILITY CHGS. EXCESS OF 10%		220.00	TOTAL MINIMUM BASIC CHARGE		602.80
AMOUNT SECURED		none	TOTAL AMOUNT SECURED		none
SERVICE (EXPLAIN BELOW)	#	220.00	DIFFERENCE (EXPLAIN BELOW)	#	602.80

This is being done without any additional charge to Subscriber, as a favor, per Mr. Alex Gaston's specific instructions. Order showing the service as actually installed without contract Extra charges will be submitted to and signed by the Subscriber upon final close out. Due to competition ab.

EXEC. SALES DEPT. RECEIVED FEB 13 1959 A.M. P.M.

CHARGES TO COMMISSION CREDIT: A. Gaston, Executive Accounts — EXECUTIVE ACCOUNTS FEB 13 1959

R. F. Michiel, Sr. 2-9-59 — SALES REPRESENTATIVE — DATE

Form 4CO prepared to support attached 401 as per instructions from Mr. T. I. Young, 2-5-59.

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — FEB. 9 1959 — DATE

CONTRACT APPROVED — DATE CONTRACT SENT TO DISTRICT SALES MANAGER

DISTRICT SALES MANAGER — DATE

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1842

[fol. 2595]

COMPETITION REPORT

REPORT NO. 16

DATE 10-14-58 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME Virginia Dare Stores, Corp.

PROSPECT'S ADDRESS South 27th Street and West Massey Avenue, Milw. 15, Wis.

CLASS OF SERVICE Bk Cst. 022 NO. OF UNITS 28 plus extra contr

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Merchants Police Signaling & Alarm Co. Inc.

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 892.20	$ 1540.00

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 738.00	$ 740.00

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ none	$ none

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 24 hours

REMARKS

* Through the combined efforts of Mr. Alex Gaston, National Accounts, Minneapolis District Sales and Plant Departments, this business was secured without allowing our very strong central station competition, Merchants Police Signaling & Alarm Co.Inc., to compete for same. As a result of this spirited cooperation and mutual understanding we were able to fight off any unfortunate re-occurance of the catastrophic results, which has befallen ADT on previous occasions, while negotiating for services with some other national accounts in Milwaukee. It now appears that inspite of the shaky ground on which the original negotiations for the first Milwaukee location of

(continued reverse side)

INSP. BY PLT
DATE APR 19 1962
BY
05900

R. F. Michiels, Jr.
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

5

[Fols. 2596-2597]

this subscriber was founded upon, that all things considered, both locations will provide for increased revenue to ADT. As has been the case, quite often, these accounts continue to grow and ADT prospers from this growth.

1844

[fols. 2598-2599]

CONTRACT DATA

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: GENERAL ELECTRIC REALTY CORPORATION
STREET ADDRESS: 940 West St. Paul Avenue
CITY AND STATE: Milwaukee, Wisconsin

CENTRAL STATION: Milwaukee, Wisconsin
SYSTEM: AFA 011
VOCATIONAL CODE NUMBER: 13h-2 Elec.Appl. & Sv

NEW CONTRACT: NEW INSTALLATION X; NEW TENANT; SUPPLEMENTAL; RENEWAL, SAME RATE; RENEWAL, INCREASED RATE; RENEWAL, ADDITIONAL SERVICE; RENEWAL, LESS SERVICE

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED; LOCAL ONLY; PROPRIETARY

NATIONAL ACCOUNT: NEW YORK X; DISTRICT

OLD CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) 500,000; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 700,000

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO 7-1-59 Nightwatch

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	26	342.00	8892.00
25	90.00	2250.00			
SUB-TOTAL		2550.00			
WIDE FACILITY COST $ 20.00			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
WIDE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		2550.00	TOTAL MINIMUM BASIC CHARGE		8892.00
TOTAL AMOUNT SECURED		1275.00	TOTAL AMOUNT SECURED		4823.00
DIFFERENCE (EXPLAIN BELOW) **		1275.00	DIFFERENCE (EXPLAIN BELOW) ***		4069.00

INSP. BY PLT'G DATE MAY 1 [illegible]

$125000

REMARKS: See concurrent 400 & remarks for BA.
* & ** Due to competitive threat it was mutually agreed with Mr. Alex Gaston to quote 50% or service charges.

Subscribers two approved copies to be returned to New York Executive Accounts for transmittal.

EXEC. SALES DEPT. RECEIVED JUL 17 1959 A.M.

ALSO ENTITLED TO COMMISSION CREDIT: Alex Gaston, Executive Accounts — F.E.Miller 7-6-59 SALES REPRESENTATIVE DATE

JUL 17 1959

REMARKS

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: E. Turnbull JUL 13 1959 — E. Turnbull DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT MGR.

Form 9000-2001]

COMPETITION REPORT

REPORT NO. 41

DATE January 3, 1958 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME FRESNO WIRE CO., OF MILWAUKEE

PROSPECT'S ADDRESS 448 East Bruce Street, Milwaukee 4, Wisconsin

CLASS OF SERVICE BA-DH NO. OF UNITS 12

JOB LOST JOB SECURED Present subscriber ~~retained~~

NAME OF COMPETITOR Merchants Police Signal & Alarm Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 490.00	$

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 422.00	$

COMPETITOR'S QUOTATION eliminat

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

Increase of $67.10 over old agreement.

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5 hours

REMARKS

Subscriber seriously intended to call in the above competitor, because of the large increase. He then agreed to sign for 1/2 of the increase proposed, which enabled ADT to keep competitor out completely for another five years.

INSP. RECEIVED
DATE APR 10 1958
BY 05865

R. F. Michiels, Sr.
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

12

[fols. 2602-2603]

COMPETITION REPORT

REPORT NO. 58

DATE 11-28-58 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME B & G JEWELERS

PROSPECT'S ADDRESS 617 North Second Street, Milwaukee, Wisconsin

CLASS OF SERVICE BF. IM 021 NO. OF UNITS 4

JOB LOST _____ JOB SECURED yes

NAME OF COMPETITOR Merchants Police Signaling and Alarm Co.

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 330.00	$ 156.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 282.00	$ 54.00	$ 260.00	$ 50.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3 hours

REMARKS

These people originally took ADT in favor of Merchants Police over a year ago. Business has now increased and they are moving to larger quarters. They got a Merchants Police quote even before contacting us, but due to the fact thatthere would have been an unexpired equity and also that they were satisfied with ADT Service they agreed to pay us the above premium and remain ADT Subscriber.

Pymt Hill 13 11-8-60 pdf

INSP. BY PLTE. DATE APR 10 1961 BY 05903

W. J. King for
SALES REPRESENTATIVE R. J. Michiel, Sr.
DISTRICT SALES MANAGER

[fol. 2004]

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. 11

DATE 5-4-59 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME BOND STORES, INCORPORATED

PROSPECT'S ADDRESS MAYFAIR SHOPPING CENTER, WAUWATOSA, WISCONSIN

CLASS OF SERVICE BA Ckt. NO. OF UNITS 9

JOB LOST JOB SECURED yes

NAME OF COMPETITOR Merchants Police Signalling & Alarm Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$88.40	$495.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 115.00	$ 124.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 288.00	$ 149.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4 hours

REMARKS

This New York National Account is moving into this shopping center where our competitor has practically all the business. Mr. Gaston was successful in obtaining competitirs figures in New York and after print survey here was successful in selling the above figures on the basis of ADT quality.

pyADT Inc 62

INSP. BY PLTF.
DATE APR 19 1962
BY
07154

W. J. King
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1848

[fol. 2605]

COMPETITION REPORT

REPORT NO. 10

DATE 9-25-58 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME KOHL'S FOOD STORES

PROSPECT'S ADDRESS 11100 West Burleigh Street, Wauwatosa, Wisconsin

CLASS OF SERVICE SSWP-AFA-D' NO. OF UNITS 18-3-6

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Merchants Police Signalling & Alarm Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1903.00	$3750.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1257.65	$1254.40	$1250.00	$1196.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 40

REMARKS

This new warehouse is in a group of properties which include A. & P., Roundy's, Briggs & Stratton, and General Merchandise. Merchants Police worked very closely with subscriber, but due to the fact that Mr. Gauler in Chicago is close to the architect and laid out conduit for them and we practically camped in their lobby we were able to negotiate for the above figures. Although this is a poor percentage figure, it keeps Merchants Police out of an area where the other before mentioned subscribers are presently paying us over 12,000.00 per year.

INCP BY PI TE
DATE OCT 16 1958
BY #105837

W. J. King
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1849

Form 301 (10-58)

[Fol. 2006]

COMPETITION REPORT

REPORT NO. 37

DATE July 22, 1958 CENTRAL STATION CITY Milwaukee, Wisconsin

PROSPECT'S NAME Pelton Steel Casting Company

PROSPECT'S ADDRESS 148 West Howey Place, Milwaukee 7, Wisconsin

CLASS OF SERVICE SSNP 059 WR NW 079 NO. OF UNITS WR NW 10

JOB LOST JOB SECURED yes, renewal & additional business

NAME OF COMPETITOR Merchants Police Signalling & Alarm Co.

INCP. BY PLTP. DATE 12-10-58 BY 05803

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1681.00	$160.00

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1908.00	$160.00

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ none	$ none

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 14 hours

REMARKS

This subscriber uses our competitor, Merchants Police Signalling & Alarm Company for nightwatchman service and the competitor has tried on several occasions to also secure the Central Station business. The writer has a personal friendship with Mr. A. Schlichters, President, and was assured that ADT will continue to provide for their Central Station service needs, provided that there is no or only a small increase upon renewal. The writer combined both services on one contract with a 50% split with subscriber of the total increase. We made the effective date the same for both services, so as to tie up all service for another five years.

(continued reverse side)

R.F. Michiels, Sr.
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

Plant File 99 Sec 200

31

with the one additional nightwatch box and the increase secured, we will realize an additional $337.00 per year from an already good subscriber.

Mr. Selihter at one time actually was ready to cancel all AIR services.

CONTRACT DATA

F-19059

THE HOUER PAPER COMPANY
1900 North Sherburn Avenue
Shorewood, Wisconsin

CENTRAL STATION MAINTAINED FROM: Milwaukee, Wisconsin
SYSTEM: AFA 011
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 383-2 paper products

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

S&B CONTRACT: F-16199/
AUDITOR'S NUMBER: 2-3-57
DATE OF CONTRACT: 5 Years
TERM OF CONTRACT: 459.00
ANNUAL SERVICE CHARGE: 6-1-59
DATE EFFECTIVE: above at
SERVICE WITH: 305 S. 3rd St. Milw. Wisconsin

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY) 250,000.00; CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 200,000.00

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: AA-1
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO: 6-1-59 (3rd St. Location)

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
300.00	300.00	5	371.00	1855.00
90.00	360.00			
	660.00			
COST 30.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
COST COSTER OF 10%	660.00	TOTAL MINIMUM BASIC CHARGE		1855.00
BASIC CHARGE 6/13	442.00	TOTAL AMOUNT SECURED	40 %	742.00
SECURED +	218.00	DIFFERENCE (EXPLAIN BELOW)	+	1113.00

EXECUTIVE OFFICE USE

INCP. BY PLTF.
DATE MAY 4 1959
BY
33741

Approved recommended
5/25/59

This long time subscriber had Merchants Police bid on this new
also. Above figures were best obtainable. See competition
12. Change: This agreement supersedes agreement dated 2-5-57,
S. 3rd St. See concurrent 400 covering 18 Misc.

(Continued reverse side)

Killar, Special Rep.

W.J.King 5-6-59
SALES REPRESENTATIVE DATE

Approved
by Smith
5-26-59

Minor Mill 4/2
4-13-59

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

SIGNED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
Turnbull DISTRICT SALES MANAGER
MAY 14 1959 DATE

CONTRACT APPROVED BY
5/25

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

RETURNED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1852

[fols. 2612-2614]

CONTRACT DATA

B-5474

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Schmitt's Clothes, Inc.

STREET ADDRESS: Capitol Court (60th & Capitol Drive)

CITY AND STATE: Milwaukee, Wisconsin

CENTRAL STATION: Milwaukee, Wis.

SYSTEM: BA-DW 021

VOCATIONAL CODE NUMBER: 73-3 Men's Clothing

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		CODE-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		RATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY PROTECTED: DUPLICATES ONLY / OTHER PLACES COVERED HERE / CONTENTS ONLY (FURS AND JEWELRY CLASS) / SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES: Present Subscriber at another location

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	24.00	24.00	6	40.00	240.00
5	19.00	95.00			
SUB-TOTAL		119.00			
WIRE FACILITY COST $ 160.00			PLANT ESTIMATE (UNLESS DEDUCTED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		125.70			
TOTAL MINIMUM BASIC CHARGE		168.70	TOTAL MINIMUM BASIC CHARGE		240.00
TOTAL AMOUNT SECURED		324.00	TOTAL AMOUNT SECURED		150.00
DIFFERENCE (EXPLAIN BELOW)		* 114.70	DIFFERENCE (EXPLAIN BELOW)		* 90.00

FYOI 11/15/56. 2 units mo[illegible] rec'd 7/20- [illegible] Job #5355-58

REMARKS * Competitor, Merchants Police, really endeavored to get this ADT subscriber at Capitol Court, and Mr. Shimmers showed loyalty but demanded we meet shown competitive figures - see separate competition report. Print Clause a part of this agreement. No Certificate Expected. See form 401 submitted concurrently.

ALSO ENTITLED TO COMMISSION CREDIT

F.E. Brilla — F. E. Miller 5-14-56
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL OFFICE: MAY 21 19[illegible]

REMARKS This is a job we actually took away from the competitor. We service them at 5 other locations which are pretty well MBR rate-wise, and had the competitor been successful in selling this Capitol Court location it would have inevitably caused trouble for us on renewals of existing services. May we please have telegraphic approval of this job as soon as possible?

DATE RECEIVED FROM CENTRAL OFFICE:

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
[signature] 5-18-56
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY
[signature]

CONTRACT RETURNED FROM EXECUTIVE OFFICE
Wire MA 1092 5-24-56 BDC

DATE CONTRACT RELEASED
5-7

DATE CONTRACT SENT TO BRANCH
(2)

1853

CONTRACT DATA

B77968

VIRGINIA DARE STORES, CORP.

300 E. Pittsburgh Avenue

Milwaukee 4, Wisconsin

Central Station Maintained from: Milwaukee, Wisconsin

System: BA DW 021

Operational Code Number — Description: 301-3 Dept. Stores

Service: Central Station X; Direct-Connected —; Local Only —; Proprietary —

National Account: New York —; District —

Old Contract: Auditor's Number —; Date of Contract —; Term of Contract —; Annual Service Charge $ —; — Date Effective —; Service With: —

Property Valuation: Buildings Only (Some Glass System Only) $ —; Contents Only (Some Add Wooden Alarm Systems) 50,000.00

Special Billing Instructions:

Dun and Bradstreet's Rating: —

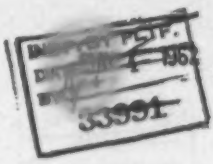
Number of Credit Letters Attached: —

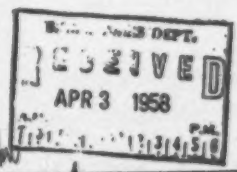
Present Subscriber Paid To: —

Computation of Minimum Basic Service Charges

Annual Fee Per Unit	Annual Amount	Advance Number of Units	Advance Per Unit	Advance Amount
270.00	270.00	32	44.00	1408.00
20.00	620.00			
48.00	48.00			
	938.00			
30.00	— —	Plant Estimate {Where Required For Advance Service Charge}		
	938.00	Total Minimum Basic Charge		1408.00
	469.00	Total Amount Secured		232.00
	-469.00	Difference (Explain Below)	*	-1176.00

Executive Office Use





The Merchants Police Signaling and Alarm Company has a BA
of the premise now with the Building Owner, Samson Enterpri
Samson tried very hard to get our subscriber to take
Police. These necessary reductions were confirmed with
. Only because of Mr. Gaston's splendid relationship with
tive Account and the Milwaukee Sales Department's coopera-
Mr. Kittleman, who is Mr. Gaston's executive contact, was
(over)

Mgr. Dr. Accts. Representative — R. F. Michiel, Sr. — Date 3/19/58

Mgr. Special Representative

APR 3 1958

Approved copies to be returned to New York Executive
nts for transmittal.

Contract Recommended By: E. E. Turnbull, Credit Supervisor — 3/21/58 Date

Contract Approved By: 4/11

Date Contract Released:

62

1854

[fols. 2616-2618]

Remarks Cont'd:

their business kept away from our very strong Milwaukee Central Station competitor.

Please forward three photostatic copies of approved contract to Mr. E. Turnbull.

63

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 192

Minneapolis, Minnesota

K9126

CONTRACT DATA

MEMPHIS WAREHOUSE CO.

315-333 Harrison Street N. E.

Minneapolis 13, Minnesota

CENTRAL STATION MAINTAINED FROM: Minneapolis, Minnesota

DIVISION: 8847 051

OCCUPATIONAL CODE NUMBER & DESCRIPTION: 490-B Electrical Appliances Whse.

PROPERTY VALUATION: BUILDINGS ONLY (FROM ALARM SERVICE DATA SHEET) 200,000

CONTENTS ONLY (FROM ALARM SERVICE DATA SHEET) 1,000,000

SPECIAL BILLING INSTRUCTIONS: MONTHLY IN ADVANCE

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —

NATIONAL ACCOUNT: NEW YORK —; DISTRICT —

OLD CONTRACT: AUDITOR'S NUMBER —; DATE OF CONTRACT —; TERM OF CONTRACT —; ANNUAL SERVICE CHARGE $ —; DATE EFFECTIVE —; SERVICE WITH: —

DUN AND BRADSTREET'S RATING: AAA1

NUMBER OF CREDIT LETTERS ATTACHED —

PRESENT SUBSCRIBER PAID TO —

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT		ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00		21	135.00	2835.00
55.00	1100.00				
22 Sales [illegible]	[illegible]				
	1485.00				
		PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}			
	1485.00	TOTAL MINIMUM BASIC CHARGE			2835.00
	1025.00	TOTAL AMOUNT SECURED			None
	460.00	DIFFERENCE (SECURED BELOW) #			2835.00

RISK BY PHONE
DATE MAY 1 1960
BY
3455T

ve negotiated with this firm for 3 years and up to now have
e is secure a contract. They finally proposed to me that they
$1800 per year for our services if we were willing to install
figure represents an amount considerably higher than their
thod of protection which is not a signaling service. The in-
will not be difficult and the operation of the service will
this warehouse used only for storing crated appliances for
ck & Co. There is a strong possibility of securing additional
other warehouses owned by this rapidly growing firm. I
minimal Comprehensive Contract including Ba.

4-21-60

W.R. Borderud
SALES REPRESENTATIVE — DATE

RECEIVED MAY 2 1960

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY — DATE CONTRACT SENT TO DISTRICT SALES MANAGER

DATE CONTRACT RELEASED

3

1856

[fol. 2620]

ADT SECURED CONTRACT
COMPETITION REPORT

REPORT NO. 85

DATE August 28, 1961 CENTRAL STATION CITY Minneapolis

PROSPECT'S NAME DOWNING BOX CO.

PROSPECT'S ADDRESS 5851 East River Road, Fridley, Minnesota

CLASS OF SERVICE SSWP 12 / IS-MISC NO. OF UNITS 1

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR AUTOMATIC ALARM CORP.

ADT STANDARD CHARGES

	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
SSWP	$ 990.00	$ 1620.00
IS-MISC	120.00	225.00
	1110.00	1845.00

ADT QUOTATION	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
SSWP	$ 495.00	$ 648.00
IS-MISC	60.00	90.00
	555.00	738.00

COMPETITOR'S QUOTATION	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
	$ _____ UNKNOWN	$ _____

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12

REMARKS

EXACT COMPETITIVE FIGURES NOT KNOWN. MR. BARROW DID STATE OUR QUOTATION WAS DEFINITELY ABOVE THE COMPETITOR, BUT BEING A PRESENT USER OF ADT SERVICES IN OTHER AREAS, THEY PREFERRED TO CONTINUE USE OF ADT IN THIS LOCATION.

INSP. BY TELEF.
DATE APR 13 1962
BY D9064

Byron Kenney
SALES REPRESENTATIVE

W. B. Bordewell
DISTRICT SALES MANAGER

8

Form 701 (10-58)

COMPETITION REPORT

REPORT NO. 21

DATE July 11, 1960 CENTRAL STATION CITY Minneapolis, Minnesota

PROSPECT'S NAME OATELY CLOTHING CO.

PROSPECT'S ADDRESS 526 Hennepin Avenue

CLASS OF SERVICE BA-DM NO. OF UNITS 7

JOB LOST JOB SECURED X

NAME OF COMPETITOR AUTOMATIC ALARM COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 444.00	$ 315.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 382.00	$ In Annual

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 280.00	$ In Annual

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

THIS ORGANIZATION USES ADT AT AT LEAST SEVEN OTHER LOCATIONS IN THE MIDWEST. THEY ARE PRESENT SUBSCRIBERS AT 412 NICOLLET AVENUE AND BUILDING DEVELOPMENT PROGRAM HAS FORCED THEM INTO NEW LOCATION. AUTOMATIC ALARM CO. HAD SYSTEM ALREADY INSTALLED. SUBSCRIBER WOULD NOT AGREE TO ANY STANDARD PRICES AND THREATENED CANCELLATION OF ALL CONTRACTS IF WE TRIED TO EXECUTE CONTRACT TERMINATION CHARGE. THIS WAS THE BEST AMOUNT SALES WAS ABLE TO SECURE.

INSP. BY D.T.E.
DATE 7/11/60
BY

Byron Kennedy
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1858

[fols. 2622-2624]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: CENTRAL PARLOR FRAME CO.

STREET ADDRESS: 2833 Central Avenue Northeast

CITY AND STATE: Minneapolis, Minnesota

CENTRAL STATION SUPERVISING SYSTEM: Minneapolis, Minn.

SYSTEM: 85-F

VOCATIONAL CODE CLASS: 171-A Mfr. Furn.

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) — CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM)

SPECIAL BILLING INSTRUCTIONS: ANNUALLY IN ADV.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: E 2½

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	350.00	350.00	5	134.00	670.00
4	50.00	200.00			
SUB-TOTAL		550.00			
FIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		550.00	TOTAL MINIMUM BASIC CHARGE		670.00
TOTAL AMOUNT SECURED		353.00	TOTAL AMOUNT SECURED		315.00
DIFFERENCE (EXPLAIN BELOW)		197.00	DIFFERENCE (EXPLAIN BELOW)		355.00

REMARKS: * Due to competition, total amount secured was best obtainable.

Competition Report No. 21 submitted concurrently.

ALSO ENTITLED TO COMMISSION CREDIT

W. R. Bordarno SALES REPRESENTATIVE 10-5-59 DATE

REMARKS

RECEIVED OCT 13 1959 P.M.

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER OCT. 8 1959 DATE

CONTRACT APPROVED BY

DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT MAN.

21

1859

CONTRACT DATA

L 120 72

CENTRAL STATION MAINTAINED FROM: Minneapolis, Minnesota

SYSTEM: SS:F 051

LOCATIONAL CODE NUMBER — DESCRIPTION: 385-A Mfg. Boxes

PROPERTY VALUATION
BUILDINGS ONLY (CODE ALARM SYSTEM ONLY): 1,000,000
CONTENTS ONLY (CODE AND SPRINKLER ALARM SYSTEMS): 1,000,000

SPECIAL BILLING INSTRUCTIONS: ANNUALLY IN ADVANCE

EXECUTIVE OFFICE USE

INSP. BY PLTE
DATE MAY 4 1962
BY
84460

BOARING BOX CO.
5851 East River Road
Fridley, Minnesota

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER'S NUMBER

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00	12	135.00	1620.00
55.00	605.00			
13 Sales Count 12				
	990.00			
		PLANT ESTIMATE (WHERE REQUIRED / PER ADVANCE SERVICE CHARGE)		
	990.00	TOTAL MINIMUM BASIC CHARGE		1620.00
	495.00	TOTAL AMOUNT SECURED		648.00
	495.00	DIFFERENCE (EXPLAIN DELOW) *		972.00

*Sub-basic because of competitive action. See attached 701 MS for complete detail.

ADD TO COMMISSION CREDIT
K. Miller

Byron Kenney 8-23-61
Byron Kenney SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
AUG 31 1961

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
AUG 29 1961
R. Borgquist DISTRICT SALES MANAGER DATE

CONTRACT APPROVED
DATE

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1860

[fol. 2626]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: GARDNER HARDWARE COMPANY

STREET ADDRESS: 515 Washington Avenue North

CITY AND STATE: Minneapolis, Minnesota

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED: Present Subscriber

PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	19	45.00	855.00
5 c.only	12.00	60.00	5 c.only	22.50	112.50
18	24.00	432.00			
24 PL.					
SUB-TOTAL		792.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		792.00	TOTAL MINIMUM BASIC CHARGE		967.50
TOTAL AMOUNT SECURED		378.00	TOTAL AMOUNT SECURED		350.00
DIFFERENCE (EXPLAIN BELOW) *		414.00	DIFFERENCE (EXPLAIN BELOW) *		617.50

REMARKS: *Sub-basic because of competitive action. See attached form 701 for complete detail. No BA Certificate involved.

PAID ENTITLED TO COMMISSION CREDIT

Byron Kearney 9-6-60
Byron Kearney SALES REPRESENTATIVE DATE

REMARKS

Recommended
Recommended
9-20-60

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

E. Turnbull SEP 8 1960
E. Turnbull DISTRICT SALES MANAGER DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

Central Station Minneapolis, Minn.
System BA-IM 021
Vocational Code Number 192-C
Property Valuation
Special Billing Instructions
ANNUALLY IN
Executive Office
OK
Date Received by Special Desk
Date Received from Sending Sales Office
Contract Approved by
Date Contract Sent to District Office

CONTRACT DATA

K 12198

CENTRAL STATION MAINTAINED FROM: Minneapolis, Minnesota

SYSTEM: CSMF 051

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 10L-A Welding Equip.

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 80,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 100,000

SPECIAL BILLING INSTRUCTIONS:
Amortized Advance
*See Clause 20

EXECUTIVE OFFICE USE

Approved recommended 9/22/61

INSP. BY PLT'F.
DATE MAY 4 1962
BY
34533

MARQUETTE MFG. CO.
17 - 2nd Street S. E.
Minneapolis, Minnesota

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SERVICE (OR PREMISES)

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00 55.00	385.00 495.00	10	135.00	1350.00
		5% Amortization Fee		67.50*
	880.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	880.00	TOTAL MINIMUM BASIC CHARGE		1417.50
	443.00	TOTAL AMOUNT SECURED		* 570.00
	437.00	DIFFERENCE (EXPLAIN DELAY)		847.50

*Sub-basic because of competitive action. See attached 701 for complete detail.
Comprehensive agreement with IS-MISC.

Byron Kenney
SALES REPRESENTATIVE
9-12-61
DATE

DATE RECEIVED BY GENERAL SALES MANAGER
RECEIVED
SEP 15 1961
A

RECEIVED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
H. E. Borgerding
DISTRICT SALES MANAGER
SEP 13 1961
DATE

CONTRACT APPROVED BY
9-22-61
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

RELEASED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1862

[fols. 2628-2630]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: SPARTAN DEPARTMENT STORES, A DIVISION OF SPARTANS INDUSTRIES, INC.

STREET ADDRESS: 78th Street and Lyndale Avenue

CITY AND STATE: Minneapolis (Bloomington), Minnesota

CENTRAL STATION ASSIGNMENT: Minneapolis, Minn.

SYSTEM: BA-CXT 022

VOCATIONAL CODE NUMBER: 301-C Dept.

PROPERTY VALUATION

SPECIAL BILLING INSTRUCTIONS: MONTHLY IN ADV

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	
RENEWAL, LESS SERVICE					

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER XXXXX

EXECUTIVE OFFICE

INSP. DATE BY

34614

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	43	60.00	2580.00
42	24.00	1008.00	5		470.00
5 (Telapproach)	24.00	120.00	(Telapproach)		
1 extra set	56.00	56.00			
SUB-TOTAL		1484.00			
WIRE FACILITY COST $			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
WIRE FACILITY COST EXCEED BY 10%					
TOTAL MINIMUM BASIC CHARGE		1484.00	TOTAL MINIMUM BASIC CHARGE		3050.00
TOTAL AMOUNT SECURED		825.00	TOTAL AMOUNT SECURED		915.00
DIFFERENCE (EXPLAIN BELOW) *		659.00	DIFFERENCE (EXPLAIN BELOW) *		2135.00

REMARKS

*Sub-basic because of competitive action. See attached form 701 #65 for complete detail.

Two approved copies of agreement to be returned to E. A. Mercadante for transmittal to Subscriber.

ALSO ENTITLED TO COMMISSION CREDIT: E. A. Mercadante

T. S. Rairdon 6-7-61

T. S. Rairdon, SALES REPRESENTATIVE — DATE

REMARKS

DATE RECEIVED BY GENERAL SALES OFFICE

DATE RECEIVED FROM GENERAL SALES OFFICE

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

W. R. Borden JUN 8 1961

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO SUBSCRIBER

C.F

42

1863

CONTRACT DATA

12A235

WESTERN ELECTRIC COMPANY

3900 Burst Avenue

St. Louis Park, Minnesota

CENTRAL STATION MAINTAINED FROM: Minneapolis, Minnesota

SYSTEM: BA-CKT 233

VOCATIONAL CODE NUMBER — DESCRIPTION: 91-A Mfg. Telephone Equip.

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $100,000

SPECIAL BILLING INSTRUCTIONS: Annually in advance.

	X

SERVICE

CENTRAL STATION	X
DIRECT-CONNECTED	
LOCAL ONLY PROPRIETARY	

NATIONAL ACCOUNT

NEW YORK DISTRICT	X

SUB CONTRACT

AUDITOR'S NUMBER	
DATE OF CONTRACT	
TERM OF CONTRACT	
ANNUAL SERVICE CHARGE	$
DATE EFFECTIVE	
SERVICE WITH:	

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAIR TO: X

EXECUTIVE OFFICE USE

4 units give @ 100 each.
Keys installed
OM # 5153-61 D.8743

INSP. BY PLTS
DATE MAY 4 1962
BY
34640

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
300.00	300.00	19	65.00	1235.00
24.00	432.00	8	32.50	260.00
12.00	96.00			
	828.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	828.00	TOTAL MINIMUM BASIC CHARGE		1495.00
	828.00	TOTAL AMOUNT SECURED		1150.00
	—	DIFFERENCE (EXPLAIN BELOW)		- 345.00

Deficit in advance due to presence of competition. See Form 17. Priced in accordance with suggested price by National Representative Mr. A. Gaston.

Approved copies of contract to be returned to Mr. E. J. Gaw, of Minneapolis, through Minneapolis Sales Representative.

E.K.

A. Gaston

T. S. Raciborski REPRESENTATIVE 1-27-61 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

ACQUIRE ACCOUNTS FEB 2 1961

DATE RECEIVED FROM GENERAL SALES MANAGER

JAN 31 1961

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

45

1864

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 193
Newark, New Jersey

[fols. 2632-2634]

COMPETITION REPORT

REPORT NO. ____

DATE 11-5-58 CENTRAL STATION CITY NEWARK, N. J.

PROSPECT'S NAME GENERAL ANILINE & FILM CORPORATION, DIESTUFF & CHEMICAL DIV.

PROSPECT'S ADDRESS LINDEN PLANT (Grasselli Street), LINDEN, NEW JERSEY

CLASS OF SERVICE SS&NF AERO 211 NO. OF UNITS 2

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR NEWARK DISTRICT TELEGRAPH COMPANY

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 10,772.	$ 28,090.

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 9,950.00	$ ____	$ 9,000.00	$ ____

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 300

REMARKS

This job was taken in competition with N. D. T. at an AnSC slightly in excess of 10% over the N. D. T. price. One reason this Subscriber paid our higher price was "due to ADT's greater experience and better reputation."

Original solicitation of this job was started on August 22, 1939, by the writer and it has been a long pull over the years to secure this business.

NY ADT NE 16B
6/21/60

INSP. BY PLTF.
DATE APR 19 1962
BY: 059772

A. F. CLUMAN
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1865

[Eds. 2635-2636]

COMPETITION REPORT

REPORT NO. [illegible]

DATE April 20, 1956 CENTRAL STATION CITY Newark, N.J.

PROSPECT'S NAME ARMORED CAR CO., INC.

PROSPECT'S ADDRESS 335 Main Street - East Orange, New Jersey

CLASS OF SERVICE B.A. NO. OF UNITS 4

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR NEWARK DISTRICT TELEGRAPH COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$341.00	$272.50

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 29.00	$ 50.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 264.00	$ 50.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5 HOURS

REMARKS

IN ORDER TO SECURE THIS BUSINESS AND DEFEAT NDT COMPETITION, THE PRICE HAD TO BE SLASHED TO ROCK BOTTOM. IT SEEMS THAT NDT HAS DENTED THEIR SO-CALLED RULE OF NOT SOLICITING BUSINESS FROM NON-SUBSCRIBERS OUTSIDE OF THE NEWARK CITY LIMITS. THEY NEVER HAD THIS CONCERN AS A SUBSCRIBER SINCE IT IS A NEWLY-FORMED CORPORATION WHOSE PRESIDENT WAS A FORMER SUPERINTENDENT FOR THE WELLS FARGO PEOPLE IN NEWARK WHERE WE HAVE CENTRAL STATION B.A. SERVICE.

C. V. Chuman
COMMERCIAL REPRESENTATIVE

APR 18 1962

04284

COMMERCIAL SUPERINTENDENT

1886

[fol. 2637]

COMPETITION REPORT

REPORT NO. ___

DATE OCTOBER 1, 1958 CENTRAL STATION CITY NEWARK

PROSPECT'S NAME NATIONAL CHEMICAL & MANUFACTURING COMPANY

PROSPECT'S ADDRESS 411 Wilson Avenue - NEWARK, NEW JERSEY

CLASS OF SERVICE SSWF, IP, AND BA NO. OF UNITS 25 SSWF - 3 IP - 71 B

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR E.P.C. and N.D.T.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3,759.00	$ 8,168 + Interest

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2,317.00	$ 4,875.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1,900.00 E.P.C.	6,100.00 E.P.C.
$2,100.00 N.D.T.	$5,400.00 N.D.T.

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ___

REMARKS

The brokers (Marsh & McLennan) advised this company that E.P.C. and N.D.T. could render service acceptable to F.I.A. and they were called in to give competitive prices as our negotiations were nearing completion. Three jobs in Chicago also were involved in this package and it was necessary to cut the prices in Newark to secure this job and facilitate the entire negotiation. The competitive costs stated herein can be verified by Sales Representative T. Boyle in Chicago who saw their contracts.

NY ATT NE39C
6/22/60
Work

INCD-BY PCHY
DATE APR 19 1972
BY
05987

THOMAS E. BRITT
COMMERCIAL REPRESENTATIVE

T. E. Boyle
COMMERCIAL SUPERINTENDENT

FORM 701 10-60

COMPETITION REPORT

REPORT NO. _____

DATE July 6, 1960 CENTRAL STATION CITY NEWARK, NEW JERSEY

PROSPECT'S NAME Ace Scientific Supply., Inc.

PROSPECT'S ADDRESS 1420 Linden Avenue, East, Linden, New Jersey

CLASS OF SERVICE SSWF - 051 NO. OF UNITS 5 (*)

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR Electro-Protective Corp. (E. P. C.)

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 605.00	$ 675.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 240.00	$ 325.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 240.00	$ 325.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 60 Hours

REMARKS

This subscriber has been solicited since the Fall of last year and after showing me the E. P. C. quotation letter of May 5, 1960, at the above quoted competitors price, refused "to give A. D. T. one cent more since Linden Fire Department representatives stated that there is no difference in the two proposed services." Due to the fact that E. P. C. is desperately trying to make inroads among A. D. T. subscribers in new towns, is recommended that this job be taken as written.

(*) Actually E. P. C. was offering 6 units versus our 5 units since they are giving the subscriber a transmitter for each of the two gate valves as well as for the water flow alarm. There was a third competitor, apparently APEX SIGNAL SERVICE of Hillside but this subscriber rejected their bid.

INSP. BY PLTF.
DATE: AP 1960
BY: (illegible)

A. F. Clugan
SALES REPRESENTATIVE

W. Lloyd
DISTRICT SALES MANAGER

[fol. 2639]

COMPETITION REPORT

REPORT NO. ____

DATE MAY 18, 1960 CENTRAL STATION CITY NEWARK, NEW JERSEY

PROSPECT'S NAME MEAD JOHNSON & COMPANY

PROSPECT'S ADDRESS ParkAvenue & Oak Tree Road - SOUTH PLAINFIELD, NEW JERSEY

CLASS OF SERVICE SSSC - BA - IP MODIFIED NO. OF UNITS 40 BA & 2 IP $ 3500

JOB LOST NO JOB SECURED YES

NAME OF COMPETITOR NEWARK DISTRICT TELEGRAPH

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2,141.00	$ Presently Installed

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,686.00 (Same Rate)	$ Presently Installed (Secured $5,204.23 in 1954).

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,270.00	$ 1,350.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 14

REMARKS

When we presented our renewal, we were confronted with the above quotation from N.D.T. that was requested by the Subscriber's Main Office in Evansville. We then contacted our Mr. Glover who worked from that end. At first South Plainfield wouldn't listen to ADT, then after considerable contact South Plainfield Office agreed to submit and recommend ADT contract with firm 5 year rate at the present price. This was offered by N.D.T. Consequently, through the combined efforts of Mr. Glover and myself, we were able to secure the renewal contract and keep the competition from entering into South Plainfield.

INSP. BY PLTF.
DATE MAY 1960
BY
D1013

JAMES J. O'DONNELL
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1869

CONTRACT DATA

K7106

ACCURATE PRODUCTS CO.

400 Hillside Avenue

HILLSIDE, NEW JERSEY

CENTRAL STATION MAINTAINED FROM: NEWARK, NEW JERSEY

SYSTEM: SSMP 051

VOCATIONAL CODE NUMBER — DESCRIPTION: 191-A Mfg. Precision Tools

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $200,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $250,000

SPECIAL BILLING INSTRUCTIONS:

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY —
NATIONAL ACCOUNT —
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

REFERENCES Fidelity Union
Bradstreet Trust Co

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
(**) PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	55.00	385.00 275.00	6.	135.00	810.00
		660.00			
PLANT COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
25% COST EXCEEDS BY 75%		660.00	TOTAL MINIMUM BASIC CHARGE		810.00
LESS BASIC CHARGE SECURED		220.00	TOTAL AMOUNT SECURED		270.00
BALANCE DUE (EXPLAIN BELOW)	(*)	440.00	DIFFERENCE (EXPLAIN BELOW)	(*)	540.00

Recommend B 5/2/60
P.D
4/27/60

EXEC. SALES DEPT. RECEIVED APR 26 1960

(*) This job was taken in competition with the Newark District ... Company who quoted exactly 1/3 of our standard. Our contract ... at same rate to meet N.D.T. competition. N.D.T. offered ... prices for five years, and our contract was written to meet ... N.D.T. concession. (SEE ATTACHED COMPETITION REPORT - FORM ...) ... SPRINKLER UNITS ARE CLOSELY GROUPED, THEREFORE OUR COST OF ... ATION SHOULD BE MINIMUM.

... TO COMMISSION CREDIT

A. P. CLUNAN 4-21-60
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

Return approved copy of agreement to Dr. Peter Buehnipp, V.P. ... address.

AS WAS PROMISED BY N.D.T., SUBSCRIBER WANTS INSTALLATION ... QUICKLY AS POSSIBLE. (**) Acct. several years. Balance ... to substantial, excellent acct.

CONTRACT RECOMMENDED BY
W J Dreyer 4/26/60
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
4/3/60

SERVICE SALES SUPERVISOR DATE

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER
MAY 4 1960

28

1870

[fol. 2641]

CONTRACT DATA

B 1870

LOCATION OF SYSTEM

SUBSCRIBER'S NAME H. J. RUESCH MACHINE CO.

STREET ADDRESS 35 FADAM ROAD (Off U.S. Highway 22)

CITY AND STATE SPRINGFIELD, NEW JERSEY

CENTRAL STATION: NEWARK, N. J.

SYSTEM: BA-CXT 022

VOCATIONAL CODE NUMBER: 291-A Mfg. special

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION: BUILDINGS ONLY $; CONTENTS ONLY $; SPECIAL BUILDING FIXTURE TERMS

CREDIT REFERENCES: Present Subscriber, Newark

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

INCR. PE DEC. MAY OK BY

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1st PE		300.00	10 PE	88.00	880.00
9 PE	24.00	216.00	9 door contacts	32.50	292.50
9 door contacts	12.00	108.00	10 windows	65.00	650.00
10 window contacts	24.00	240.00			
Plant Count 2 Sales Count 1 Misc.			14 Units For 1 Photoelectric P-ms		
SUB-TOTAL		864.00			
WIRE FACILITY COST $ 36.00			PLANT ESTIMATE (WHERE REQUIRED PER ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		864.00	TOTAL MINIMUM BASIC CHARGE		1,822.50
TOTAL AMOUNT SECURED		312.00	TOTAL AMOUNT SECURED		475.00
DIFFERENCE (EXPLAIN BELOW)	(*)	552.00	DIFFERENCE (EXPLAIN BELOW)	(*)	1,347.50

REMARKS

(*) Due to competitive action price was taken at above figures. See competition report form 701.

There is a possibility that the subscriber before the installation is made may decide on the use of one small PE cell (1700 or 2707 type) in place of contacts on 4 interior doors. If so, subscriber is to pay ADT an additional $90. toward the installation with no increase in AnSC. Revised form 400's would be submitted in such a case.

SALES ENTITLED TO COMMISSION CREDIT: ASC A. P. Clunan 10-2-61 (SALES REPRESENTATIVE, DATE)

EXEC. SALES DEPT. RECEIVED OCT 6 1961 A.M. P.M.

REMARKS

Rec. RJW. 10/13

Return one approved copy of the contract to signer at above address.

CONTRACT EXECUTED BY	CONTRACT RECOMMENDED BY	CONTRACT APPROVED BY
DISTRICT SALES MANAGER — DATE	DISTRICT SALES MANAGER — 10/5/61 DATE	10/10/61 DATE
CONTRACT RECEIVED FROM EXECUTIVE OFFICE	DATE CONTRACT RELEASED	DATE CONTRACT SENT TO SUBSCRIBER

1871

41 FORM AMS 10-551

CONTRACT DATA

K10520

PEDDIE BUILDINGS

5 Lawrence Street

Bloomfield, New Jersey

CENTRAL STATION MAINTAINED FROM: Newark, N. J.

SYSTEM: SSAF 031

VOCATIONAL CODE NUMBER — DESCRIPTION: Tenant Mill 422C

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 1,000,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 5,000,000

SPECIAL BILLING INSTRUCTIONS

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: —
- DATE OF CONTRACT: —
- TERM OF CONTRACT: —
- ANNUAL SERVICE CHARGE $: —
- DATE EFFECTIVE: —
- SERVICE WITH: —

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO: —

Subscriber

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00	84	135.00	11,340.00
33.00	4,565.00			
	4,950.00			
PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)				
TOTAL MINIMUM BASIC CHARGE	4,950.00			11,340.00
TOTAL AMOUNT SECURED	1,826.00			5,600.00
DIFFERENCE (SECURED OVER) (*)	3,119.00			-5,740.00

In 30/40. See 701.

Recommended for approval. J.D. Brue 12/3/60

James J. Viscarde 9-19-60
SALES REPRESENTATIVE — DATE

Must Prepare Abstract for Subscriber

EXECUTIVE OFFICE USE

1 unit due & none off upon compl Ord 5100-6a. D. 96848

INCP. CY DIV. DAMAY 9 1902 DIST. No. 35082

RECEIVED
DATE RECEIVED BY GENERAL SALES MANAGER
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

DATE RECEIVED FROM GENERAL SALES MANAGER

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: W.J. Wheeler 9/20/60
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: Baster 9/26/60

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

41

1872

[fol. 2644]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 194
New Orleans, Louisiana

#6

CONTRACT DATA

LOCATION OF SYSTEM
RISER'S NAME: D. H. HOLMES CO. LTD.
STREET ADDRESS: 819-27 IBERVILLE ST. 816-23 BIENVILLE 320 BURGUNDY 819 Canal Streets
CITY AND STATE: NEW ORLEANS, LOUISIANA

NEW CONTRACT
NEW INSTALLATION —
NEW TENANT —
SUPPLEMENTAL —
RENEWAL, SAME RATE X
RENEWAL, INCREASED RATE —
RENEWAL, ADDITIONAL SERVICE —
RENEWAL, LESS SERVICE —

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER B84607
DATE OF CONTRACT 11-17-58
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 467.36 Ann. Inv.
DATE EFFECTIVE 4-1-59
SERVICE WITH: Above

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO

CENTRAL STATION EQUIPMENT INSTALLED
NEW ORLEANS, LOUISIANA
SYSTEM 38-CH-021
VOCATIONAL CODE NUMBER 301-C Dept Stor.
PROPERTY VALIDATION
BUILDINGS ONLY
STORE HOURS NOTICE SIGN
CONTENTS ONLY
STORE AND MERCHANDISE ALARM SIGN
SPECIAL FILLING INSTRUCTIONS

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL NUMBER OF UNITS	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
1	300.00	300.00			
20	24.00	240.00			
3 controls	56.00	168.00			
21P					
SUB-TOTAL		708.00			
WIRE FACILITY COST $		—	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 15%					
TOTAL MINIMUM BASIC CHARGE		708.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		887.36	TOTAL AMOUNT SECURED		
DIFFERENCE (EXCESS DEFICIT)		179.36	DIFFERENCE (EXCESS DEFICIT)		

INSP'D BY
DATE 11-7-61
BY
35565

REMARKS
Excess due to blanket contract. These are adjoining buildings.

ALSO ENTITLED TO COMMISSION CREDIT
E. Bruce P. E. Bruce 12-15-61
SALES REPRESENTATIVE DATE

DATE RECEIVED BY SUPERVISOR
DEC 19 1961
DATE RECEIVED FROM SALES MAN

REMARKS
Rec. K. J. N 1/3

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
J. D. Patton 12-18-61
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

1873

CONTRACT DATA

K 12784

CENTRAL STATION MAINTAINED FROM: New Orleans, Louisiana
SYSTEM: SSWF 051
VOCATIONAL CODE NUMBER — DESCRIPTION: 301-C Dept Store

MAISON BLANCHE COMPANY
1901 AIRLINE HIGHWAY
METAIRIE, LOUISIANA

SERVICES: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT Washington

OLD CONTRACT: K-4402 / K-2596
AUDITOR'S NUMBER
DATE OF CONTRACT: 12-5-55
TERM OF CONTRACT: 5 years
ANNUAL SERVICE CHARGE: $ 587.28
DATE EFFECTIVE: 12-12-56
SERVICE WITH: Above

PROPERTY VALUATIONS: BUILDINGS ONLY (OTHER ALARM SYSTEMS ONLY) $ —; CONTENTS ONLY (TYPE AND DOUGLAS ALARM SYSTEMS) $ —

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO: 12-1-61

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
385.00	385.00			
xxxxx	xxxxxx			
55.00	440.00			
12 Sales Count 9 (excludes 3 units for 1 "residence")				
	825.00xxxxxx			
PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)				
825.00 xxxxxx	TOTAL MINIMUM BASIC CHARGE			
1062.50 xxxxxx	TOTAL AMOUNT SECURED			
237.50 xxxxxx	DIFFERENCE (EXPLAIN BELOW)			

EXECUTIVE OFFICE USE

INSP. BY PLT.
DATE MAY 7 1962
BY
35594

Excess due to being handled on an escalter basis of 5% increase each year. Return two approved copies and one photo-stat copy of agreement to this office for transmittal.

Mr Barry E. Kay

P. E. Prue 11-29-61
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

*Est 11/62 668.23
11/63 - 755.89
11/64 - 850.57
11/65 - 952.63
11/66 - 1066.13

APPROVED BY
Hilton DEC - 5 1961
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1874

[fol. 2647]

CONTRACT DATA

11-42

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: FOUNTAINBLEAU MOTOR HOTEL PELICAN STATE HOTEL CORP.
STREET ADDRESS: 4000 TULANE & CARROLLTON AVENUE
CITY AND STATE: NEW ORLEANS, LOUISIANA

CENTRAL STATION: NEW ORLEANS, LOUISIANA
OFFICE: 11-11-11 072 041
OCCUPATIONAL CODE: 219 - 3 Motel

NEW CONTRACT
- NEW INSTALLATION —
- NEW TENANT —
- SUPPLEMENTAL —
- RENEWAL, SAME RATE —
- RENEWAL, INCREASED RATE —
- RENEWAL, ADDITIONAL SERVICE —
- RENEWAL, LESS SERVICE X

SERVICE
- CENTRAL STATION X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY
- NATIONAL ACCOUNT
- NEW YORK —
- DISTRICT

OLD CONTRACT
- AUDITOR'S NUMBER T28230
- DATE OF CONTRACT 11-5-58
- TERM OF CONTRACT 5YW
- ANNUAL SERVICE CHARGE $ Flat
- DATE EFFECTIVE 7-13-59
- SERVICE WITH Hone 18

PROPERTY VALIDATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY)
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)
SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	160.00	160.00			
5	40.00	200.00			
SUB-TOTAL		360.00			
WIRE FACILITY COST $ None			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%		None			
TOTAL MINIMUM BASIC CHARGE		360.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		500.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		140.00	DIFFERENCE (EXPLAIN BELOW)		

6 Cents due
D 81182
Rec'd & Le pson
= $301.

REMARKS: See form 408 discontinuance February 27, 1960. Excess $140.00 to be applied to unexpired term of contract dated 11-5-58. New management discontinued ADT service and Watchman, February 27, 1960, and was insistant on cancellation. Resold MFA Service to new management June 3, 1960.

ALSO ENTITLED TO COMMISSION CREDIT — P. E. Brue (SALES REPRESENTATIVE) 6-3-60 (DATE)

EXEC. SALES DEPT.
DATE RECEIVED BY GENERAL SALES DEPT.
RECEIVED
JUN 13 1960

REMARKS

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — JUN 10 1960 (DATE)
CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE
CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE
DATE CONTRACT RELEASED: JUN 10 1960
DATE CONTRACT SENT TO DISTRICT

5

1875

CONTRACT DATA

B90325

GENERAL MOTORS CORPORATION, A DELAWARE CORPORATION,
GENERAL MOTORS TRAINING CENTERS

Chef Menteur Highway

New Orleans, Louisiana

CENTRAL STATION MAINTAINED FROM: New Orleans, Louisiana

SYSTEM: BA-71-021

VOCATIONAL CODE NUMBER — DESCRIPTION: 239-3 GMC Training Center

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT: Detroit

OLD CONTRACT
- AUDITOR'S NUMBER: B-44154
- DATE OF CONTRACT: 9-8-54
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $1638.58
- DATE EFFECTIVE: 2-1-55
- SERVICE WITH: same

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 6-1-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00			
87	15.00	1175.00			
11	12.50	137.50			
Set		51.00			
		1633.50			
159.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
		1633.50	TOTAL MINIMUM BASIC CHARGE		
		1820.00	TOTAL AMOUNT SECURED		
		186.50	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INCP. BY PLTF.
DATE MAY 27 1982
BY

Return these (3) approved carbo copies to Detroit for transmittal.

C. E. Carmichael

COMMISSION CREDIT: J. A. Summers 50%

C. E. Carmichael
SALES REPRESENTATIVE 6-4-59 DATE

DATE RECEIVED BY GENERAL SALES MANAGER'S

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY
DISTRICT SALES MANAGER JUN 5 1959 DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1876

[fol. 2649]

CONTRACT DATA AND REVIEW FORM

SUBSCRIBER: General Motor Corporation
A Delaware Corporation, General Motors Training Centers # 19, Chef Menteur Highway

ADDRESS

THIS SPACE FOR COMMERCIAL DEPT. USE

DATE OF CONTRACT	LEASE OF SERVICE	CO'L SUPT. APPR. NO.
9-8-54	BA # 179	C-2187-6

WIRE AND CABLE FACILITY OVERALL DISTANCE CENT. STA. TO SUB. PREMISES _____ MILES

THIS SPACE FOR AUDITING DEPT. USE

DISTRICT

AUDITOR'S SYMBOL

RUSH | AIR MAIL | FORM 110 | 2SS TO S.O. | 3RD COPY PL. SU.

B | D | F | LO | LS | MO | MS | N | P | S

BASIS OF CHARGES

NO. OF UNITS	ANNUAL SERV. CHARGE PER UNIT	ANNUAL SERV. CHARGE TOTAL	NO. OF UNITS	ADVANCE SERV. CHARGE PER UNIT	ADVANCE SERV. CHARGE TOTAL
1		218 00			
58	17.00	986 00	59	46.00	2714 00
SUB TOTAL	X	1204 00	X	X	2714 00
EXCESS WIRE FACILITY		196 98	EST. INSTALLATION COST		
EXTRA SERVICE REQUIRED		1200 98	SHORT TERM CONTRACT CHARGE		
RENEWAL AT SAME RATE			SETTING UP CHARGE FOR DATES		
Excess		237 60	Excess		514 00
TOTALS		1638 58			3228 00

GOV'T. OR SPEC.

COMPANY NAME
OWNERSHIP
TERM
LIABILITY
ARREST
CREDIT
LAW DEPT. OK

OUTRIGHT SALE

PRICE
COST
CREDIT

CANCEL

REMOVE
CONT. FORM

CENTRAL STATION CONTRACT

NEW
SUPPLEMENTAL
RENEW — SAME RATE
" — INCR. "
" — ADDN'L SERV.
" — LESS "
RIDER
NEW TEN. — SAME RATE
" " — INCR. "
" " — ADDN'L SERV.
" " — LESS "
FORM 377
FORM 381
LETTER OR PUR. ORD.
CREDIT
STANDARD SERVICE
SPECIAL "
COMPANY NAME
SUBSCRIBERS "
" ADDRESS

SUBSCRIBERS TITLE
INSTALL — DATED
CONTRACT FORM
" DELETION
" INSERTION
ADD'L SERV. CHGS.
ADV. " "
WIRE FACILITY
PAYMENT
TERM
EFFECTIVE DATE
CANCELLATION CLAUSE
SUPPLEMENTAL "
SUPERSEDES "
SPECIAL "
RIDER IN CONTRACT
RIDER ATTACHED
LIST OF EQUIPMENT
CIRCUIT D. A.

COMMENT

INSPECTED
DATE MAY 7 1964
BY J. Sisson

REMARKS

This is a Detroit National Account

Advance service charge to be paid upon completion of installation.

Annual service charge monthly in advance.

The distance from the above premises to Central office is 10.3 miles. Running time is approximately 27 minutes.

Approval as written recommended.

CO'L REP. P. E. Brue DATE 9-29-54

CO'L SUPT. W. D. Simpson DATE 10-22-54

FROM GEN. C. SUPT.	DATE	FROM ASS'T. DIST'T.	DATE	SUB. COPY SENT
TO		FORE. CALCULATOR		STORE TO PL. SUP'T.

7

1877

FORM 600 (5-58)

CONTRACT DATA

B 90124

CENTRAL STATION MAINTAINED FROM: New Orleans, Louisiana

SYSTEM: BA-DW 021

VOCATIONAL CODE NUMBER — DESCRIPTION: 301-3 Dept. Store

Maison Blanche Company

917 Iberville & 916 Bienville Streets

New Orleans, Louisiana

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: X

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: B-81185
- DATE OF CONTRACT: 11-12-58
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 4854.00
- DATE EFFECTIVE: 5-14-59
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $ —
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 1,500,000

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER, PAID TO: Pending

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
11.00	99.00	9	22.00	198.00
	99.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE) 15%		40.25
				6.04
	99.00	TOTAL MINIMUM BASIC CHARGE		244.29
	198.00	TOTAL AMOUNT SECURED		436.25
	99.00	DIFFERENCE (EXPLAIN BELOW)		191.96

EXECUTIVE OFFICE USE

INSPECTION DATE 7 1958

35557

B# 390.00
S# 46.25

A.J.

...ase due to error in rate computation.

...TO COMMISSION CREDIT

P. E. Brue — SALES REPRESENTATIVE — 5-14-59 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

...CEIVED BY

MAY 29 1959

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

...CEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

15

1878

[fols. 2651-2652]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Woodward Wight & Co. Ltd.,

STREET ADDRESS: 451 Howard Avenue & 824-28 Constance Street

CITY AND STATE: New Orleans, Louisiana

CENTRAL STATION: New Orleans, Louisiana

SYSTEM: BA-DF 021

LOCATION CODE NUMBER: 199-B Whale Mtr.

PROPERTY VALUATION

BUILDINGS ONLY

CONTENTS ONLY

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	B-84-86
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	11-14-58
SUPPLEMENTAL	X	LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$ 2139.50
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	1-1-59
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	above
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO: 12-31-58

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
21					
SUB-TOTAL	deficit	425.50			
WIRE FACILITY COST $ .00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		425.50	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		535.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		109.50	DIFFERENCE (EXPLAIN BELOW)		

INCR. CHGS. FIRST BILL
CONTRACT
BY
85635

REMARKS: Renewal contract dated 11-14-58 for automatic protection service in above premises, showed a total deficit of $425.50. Rider secured increasing annual service charge under this agreement $535.00. Excess to apply to increasing operating costs.

DE

ALSO ENTITLED TO COMMISSION CREDIT

P. E. Brue — SALES REPRESENTATIVE — 12-16-58 DATE

DATE ORDERED BY DEPOSIT AND BILL NO.: DEC 19 1958

REMARKS

DATE RECEIVED FROM SENDING OFFICE

CONTRACT EXECUTED BY

J. D. Pittar — DISTRICT SALES MANAGER — DEC 18 1958 DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

12/24/58

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DEPOSIT

28

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 195
New York City, New York

[fol. 2653]

Form 701 110-58

COMPETITION REPORT

REPORT NO. ____

DATE 2 December 57 CENTRAL STATION CITY NYC

PROSPECT'S NAME Dietz - Mufti Carbright INC

PROSPECT'S ADDRESS 95-25 149 ± St

CLASS OF SERVICE BA DW-021 NO. OF UNITS 91

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR CSS

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$2055	$ 3732.50

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$2000	$ —

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1200	$ 1500 - 2500

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 25 Hrs

REMARKS

AFA worked together with Sales Representative in negotiating this contract. Both AFA & ADT made to secure contract had to eliminate installation charge. Instead only a nominal service charge was secured in either contract. It was the only successful way of securing this work order.

INITIAL DATE APR 19 1962 BY 07311

COMMERCIAL REPRESENTATIVE

CONNECTICUT SUPERINTENDENT

2

1000

[fol. 2654]

CONTRACT DATA

0.900

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: H. GREENWALD CO., INC.

STREET ADDRESS: 1340 METROPOLITAN AVENUE

CITY AND STATE: BROOKLYN, NEW YORK

CENTRAL STATION: LONG ISLAND CITY

SYSTEM: WP-061

VOCATIONAL CODE NUMBER: 422-C Mfg. of Cotton

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH: above	
RENEWAL, LESS SERVICE					

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY)
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM)

SPECIAL BILLING INSTRUCTIONS: Same as above.

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		$315.00	5	$130.00	$650.00
4 add'l	$48.00	192.00			
SUB-TOTAL		$507.00			
WIRE FACILITY COST $24.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		$507.00	TOTAL MINIMUM BASIC CHARGE		$650.00
TOTAL AMOUNT SECURED		400.00 ✓	TOTAL AMOUNT SECURED		--
DIFFERENCE (EXPLAIN BELOW)		*107.00	DIFFERENCE (EXPLAIN BELOW)		--

REMARKS

*A.F.A. CO. CONTRACT.

NO INSTALLATION CHARGE DUE TO COMPETITION.

ALSO ENTITLED TO COMMISSION CREDIT

H.G. NOWICKI (AFA CO.) 10/30/58
SALES REPRESENTATIVE — DATE

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER — DATE: 10/30/58

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

6

[fols. 2655-2656]

CITY Long Island City, N. Y.

DATE August 12, 1957

FILE NO.

REPLY TO LETTER OF:

FILE NO. INSP ~~D-1-1-T-F~~
DATE ~~APR 18 1962~~
BY ~~DATOC~~
0-4766-A

Mr. W. J. Doyle, District Sales Manager
New York City, N. Y.

Re: Bulova Watch Company
Valley Stream, N. Y.

As you know, I have sought your advice several times on this particular job. I had submitted prices to Bulova at standard rates about 3 months ago. I then received a call from Mr. Ken Henningsen, who is in charge of the Fire Alarm Bureau of Valley Stream. He told me CSS had contacted him for permission to install this job.

I immediately contacted my good friend Mr. Randall at the Electronics Guild Division of Bulova, and he told me that it was his belief that the contract had been signed with CSS. I immediately went to Mr. Leckler of Bulova, to whom our original proposal had been submitted. He told me the CSS contract had been approved, but it had not been signed. He then showed me the CSS proposal which was as follows:

Installation - $2431.00 Annual Charge - $750.00

He told me that we must be out of our mind to try and charge them more than twice as much as CSS, and that CSS was going to get the contract. I then offered to give them the same price as CSS and after deliberating for 2 weeks on this matter, he finally decided that since we have our Burglar Alarm protection on the building, they would use A.D.T for fire protection also. I feel we were also helped in securing this contract by the people at F.I.A.

Although the charges appear to be extremely low, when you look below the surface, perhaps they do not seem as bad. Actually, we are charging two base rates for the fire alarm service in the same building. Secondly, we are forced to calculate the Aero at 6,000 Sq. Ft. to the circuit. However, this is a wide open area, and it is our belief that only 3 or 4 circuits will actually have to be installed, thereby, giving a false impression when you first look at the figures.

If we do not accept this job it certainly will be a "plum" for CSS.

W. J. Groh
Sales Representative

JJGtln

10

1882

[fol. 2657]

COMPETITION REPORT

REPORT NO. ____

DATE 12/11/59 CENTRAL STATION CITY L.I.C.

PROSPECT'S NAME Colemat Company Inc

PROSPECT'S ADDRESS 36-55 Borden Ave L.I.C N.Y.

CLASS OF SERVICE BA DW NO. OF UNITS 36

JOB LOST ____ JOB SECURED ✓

NAME OF COMPETITOR OWL Central Office

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1040	$1548

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$798	$774	$450	$750

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3

REMARKS

This is the first instance of Owl Company Competing in L.I.C. Area the new Owl Central Office is around the Corner from the Customers & we tried very hard on this Account & got it for A.D.T. We secured more than our Competitor out & hope there will be no more like this!!

OUTLETS
DATE DEC 15 1959
BY
Checked

12'

George V. Roach
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[Ed. 2658]

COMPETITION REPORT

REPORT NO. ____

DATE June 24, 1958 CENTRAL STATION CITY Long Island City, N. Y.

PROSPECT'S NAME COMBINED INDUSTRIES, INC.

PROSPECT'S ADDRESS 33-01 Far Rockaway Boulevard, Edgemere, L. I., N. Y.

CLASS OF SERVICE Ckt. B4 NO. OF UNITS 44

JOB LOST ____ JOB SECURED yes

NAME OF COMPETITOR Owl - CSS

INSP. BY PLTF.
DATE APR 19 19 62
BY ____
05922

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1130.00	$ 2719.75

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 900.00	$ 1380.00

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 850.	$ Unknown

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 17 hours

REMARKS

We know that the Subscriber did receive a bid from the above mentioned competitor. It was felt that by securing this job it could possibly open up this area to other Central Office subscribers. It was advisable to cut the prices to meet competition. We are not sure of the competitor's advance service charge but fel realize that we had lost other jobs due to the fact that they had outbid us on our prices. They can render similar service in this area as ADT and I felt it necessary to cut our prices to secure the job. We were also forced to give this subscriber the one year cancellation clause because he would not sign any contract for longer than that period. We know that Owl-CSS will give this provision as they have secured contracts in competition with us in the past by allowing such a clause. We recommend acceptance as it was the best we cou-d could get in this situation A. J. FOURNIER

COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

13

1884

[fol. 2659]

COMPETITION REPORT

REPORT NO.

DATE 29 Jan 60 CENTRAL STATION CITY LIC

PROSPECT'S NAME Mower Products Corp

PROSPECT'S ADDRESS Kew Gardens Rd, Kew Gardens

CLASS OF SERVICE BA CW 021 NO. OF UNITS 43

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR OWL

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 112.80	$ 1032

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 720	$ 500	$ 600	$ 500

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8 HRS

REMARKS

OWL gave subscriber a bid at the above [illegible]
Owl has been very active in soliciting [illegible]
in this area and rather than defending [illegible]
contract we competed with Owl and [illegible]
the contract. This situation will continue [illegible]
exist as long as the Owl Company is [illegible]
competing at these incredibly low prices

RECD BY PLTG
DATE APR 11 1960
BY [illegible]
DH30

[illegible]
SALES REPRESENTATIVE

[illegible]
DISTRICT SALES MANAGER

20

FORM 701/10-502

COMPETITION REPORT

REPORT NO. ____

DATE 14 Nov 1960 CENTRAL STATION CITY MINEOLA

PROSPECT'S NAME Lake Success Business & Professional PARK

PROSPECT'S ADDRESS Community DRIVE - LAKE SUCCESS, NY

CLASS OF SERVICE WF 051 NO. OF UNITS 2

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR C S S

ENTERED BY PLTS
DATE APR 6 1961
BY ____
(1)(2)(3)

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 440	$ 270

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
440	$ —

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 250	$ —

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8 HRS

REMARKS

THIS INDUSTRIAL PARK IS BEING CONSTRUCTED BY WILLIAM SHAMES. THESE PEOPLE HAVE ALWAYS USED C.S.S. AND BECAUSE OF THIS FACT ADT LOST THE FIRE PROTECTION AT THIS PREVIOUS PARK IN WESTBURY. IN ORDER TO SECURE THIS CONTRACT WE HAD TO SUBMIT AVERY COMPETITIVE PROPOSAL. MORE BUILDINGS WILL BE CONSTRUCTED IN THIS PARK AND BY VIRTUE OF RECEIVING THIS ORIGINAL FIRE PROTECTION CONTRACT WE SHOULD ALSO OBTAIN SUBSEQUENT CONTRACTS FOR THE PROTECTION AT THIS INDUSTRIAL PARK.

P. Fogarty
SALES REPRESENTATIVE

W. J. Boyle
DISTRICT SALES MANAGER

5

1886

[fol. 2661]

COMPETITION REPORT

REPORT NO. ____

DATE 9/16/60 CENTRAL STATION CITY Mineola NY

PROSPECT'S NAME Pine Hollow Bowl

PROSPECT'S ADDRESS 275 Pine Hollow Road, Oyster Bay, New York

CLASS OF SERVICE WF 051 NO. OF UNITS 2

JOB LOST No JOB SECURED Yes

NAME OF COMPETITOR Central Station Signals

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 440.00	$ 1140.06

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 400.00	$ 270.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ____

REMARKS

Extremely high headquarters receiving equipment cost due to the fact that this system must be connected to two fire departments. We were faced with competition from Central Station Signals. They have already installed receiving equipment in this fire district, for connection with their long standing installation at the Theodore Roosevelt Memorial Home in Oyster Bay. It was thought wise to get our equipment in these fire departments at this time so that we are in a better position to bid on future jobs in the Oyster Bay Fire District.

INCOMING FILE
DATE APR 17 '61
BY

GEORGE S HELD
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

31

Form 201 (10-57)

COMPETITION REPORT

REPORT NO. ____

DATE October 10, 1957. CENTRAL STATION CITY New York City

PROSPECT'S NAME Post Broadway Corp.

PROSPECT'S ADDRESS New York Post Road & South Broadway

CLASS OF SERVICE Waterflow Alarm NO. OF UNITS 3

JOB SECURED X

JOB LOST ____

NAME OF COMPETITOR Central Station Signals

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 411.00	$ 390.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 26.60	$ 234.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ unable to secure	

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 16

REMARKS

To date, C.S.S. has been unable to get into the White Plain Fire Department. In figuring the price on this installation, I was informed by Tom DeVine of the White Plain Fire Department, that C.S.S. had requested permission to install a direct connect receiving set in the White Plains Fire Department. Mr. DeVine refused and said that C.S.S. would have to install a re-transmission set similar to A.D.T.'s. C.S.S. refused and then requested permission to install a Gamewell box connected to the City fire alarm system which they would make monthly inspections on. Of course, since there are approximately 40 connections in White Plains now, Mr. DeVine reluctantly said that they would accept the arrangement. However, Mr. DeVine informed me C.S.S. was attempting to do this and was going to figure on the job. Mr. Doyle and I decided to cut 40% on the advance and 40% on the annual in order to secure the job and keep C.S.S. out of White Plains. Recommend acceptance.

INSP. DEPT. APR 16 1958 046011

E.A. Marandante
COMMERCIAL REPRESENTATIVE

J. J. Doyle
COMMERCIAL SUPERINTENDENT

32

1858

[fol. 2663]

COMPETITION REPORT

REPORT NO. ___

DATE January 11, 1960 CENTRAL STATION CITY Long Island City

PROSPECT'S NAME RAEL AUTOMATIC SPRINKLER CO.

PROSPECT'S ADDRESS 150-42 12th Avenue

CLASS OF SERVICE BA-CKT NO. OF UNITS 5

JOB LOST ___ JOB SECURED Yes

NAME OF COMPETITOR CENTRAL STATION SIGNALS

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 336.00	$ 244.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 216.00	$ 0	$ 180.00	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12 Hours

REMARKS

It was necessary to secure this job at the above rates for two reasons. 1. Central Station signal offered the subscriber similar service for $180.00 a year. Therefore, it was necessary to cut our rates in order to meet this competition and secure this contract. 2. At the present time this subscriber has not been too friendly with A.D.T. nor A.P.A. regarding fire protection leads. We sincerely feel that by securing this contract we have shown our good faith and completely influenced the subscriber in our behalf. We certainly feel that the subscriber will now supply us with valuable information regarding the securing of fire protection contracts being signed he will give A.D.T. and only A.D.T. this very important and necessary information.

In PLTP. APR 1 1960 A. J. Fowler, Jr. COMMERCIAL REPRESENTATIVE

By ___

Out 12:45 P.M.

COMMERCIAL SUPERINTENDENT

33

CONTRACT DATA

11212

KENT DRY CLEANERS, INC.

17-45 CLINTONVILLE STREET

WHITESTONE, NEW YORK

CENTRAL STATION MAINTAINED FROM: LONG ISLAND CITY, N.Y.

SYSTEM: CAR

BA Ext 021

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 262-C Dry Cleaners

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 1 million

SPECIAL BILLING INSTRUCTIONS:

SERVICE

X CENTRAL STATION

DIRECT-CONNECTED

LOCAL ONLY

PROPRIETARY

NATIONAL ACCOUNT

NEW YORK DISTRICT

OLD CONTRACT

AUDITOR'S NUMBER

DATE OF CONTRACT

TERM OF CONTRACT

ANNUAL SERVICE CHARGE $

DATE EFFECTIVE

SERVICE WITH

Chase Manhattan — DUN AND BRADSTREET'S RATING

102 St. Northern — NUMBER OF CREDIT LETTERS ATTACHED

Flushing (88) — PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE USE

John B.C

Mar 6862.50

Inc

+5% 343.12

7205.62

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	300.00	146	45.00	6570.00
24.00	3480.00	13	21.50	292.50
12.00	156.00			
56.00	112.00			
	1441.13			
	5489.13			
ONE 1 220.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	5489.13	TOTAL MINIMUM BASIC CHARGE		6862.50
	2800.00	TOTAL AMOUNT SECURED		in annual
	2689.13	DIFFERENCE (EXPLAIN BELOW)		

INCR BY PLT: MAY 3 1962

DATE: MAY 3 1962

BY:

30646

In competition with Owl, we were forced to cut ntract. AFA CO. received a contract for fire pro- of the building. They obtained absolutely no tion charge plus approximately 48% of their standard charge. In order to obtain the burglar alarm it was necessary to cut both our installation l approximately 45%. We are all aware of the ive nature of business in the Long Island city office. A. J. Fournier 6/7/60

SALES REPRESENTATIVE — DATE

6-16-60

DATE RECEIVED BY GENERAL SALES MANAGER

l is continually submitting contracts/our standard Owl's costs were approximately 35% of our standard r approximately 20% lower than what we secured on ntract. AFA contracts have already been approved, r executive office. Recommend acceptance. (88) ierve, advises verbally, 6/5/56, balances in the high five figures below.

DATE RECEIVED FROM GENERAL SALES MANAGER

SIGNED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 6/13/60 DATE

CONTRACT APPROVED BY — DATE

SIGNED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

51

1890

[fol. 2665]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: OCEAN CREST HOTEL, INC.

STREET ADDRESS: Laurelton Blvd. & Broadway

CITY AND STATE: Long Beach, N. Y.

CENTRAL STATION SUPERVISED FOR: -LONG ISLAND CS

DIVISION: WP - - 051

OCCUPATIONAL CODE NUMBER: 211C - - hotel

PROPERTY VALUATION: BUILDINGS ONLY (OTHER ALARM SYSTEMS INCL.) 2; CONTENTS ONLY (OTHER AND SPRINKLER ALARM SYSTEMS INCL.)

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES: Meadowbrook Natl. BRADSTREET'S RATING:
Bank advises good account NUMBER OF CREDIT LETTERS ATTACHED:
medium 5 figure balance PRESENT SUBSCRIBER, PAID TO:

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		315.00	9	130.00	1170.00
8	48.00	384.00			
SUB-TOTAL		699.00			
WIRE FACILITY COST $ 24.00			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE CHARGE) Gamewell Conv.		845.00
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		699.00	TOTAL MINIMUM BASIC CHARGE		2015.00
TOTAL AMOUNT SECURED		450.00	TOTAL AMOUNT SECURED		1156.00
DIFFERENCE (EXPLAIN BELOW) *		249.00	DIFFERENCE (EXPLAIN BELOW) *		859.00

INCR CY P.T.E. DATE MAY 19 BY 34293

REMARKS *It was necessary to cut our costs on this job due to competition with CSS. The McFarlane Fire Prevention Co. who handled the installation of the sprinkler system informed us that CSS was bidding on the job. The City of Long Beach refused to allow our equipment to be placed into their fire department and insisted that we use their Gamewell System, and also insisted that they would perform all the work necessary in placing ADT into the system. CSS was going to install this job without supervising the air pressure, that is why the original contract did not call for air pressure supervision. At a later date we changed the contract and agreed to supervise the air pressure. Request acceptance of the job due to the

SEE OVER

ALSO ENTITLED TO COMMISSION CREDIT: A. J. FOURNIER, JR 1/2/59
SALES REPRESENTATIVE DATE

JAN 6 DATE RECEIVED BY GENERAL OFFICE

DATE RECEIVED FROM GENERAL OFFICE

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER 1/2/59 DATE

CONTRACT APPROVED BY: All Wh Hann as general manager Effective 1/19/59

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSTALLATION

that many other hotels in this area will possibly become subscribers
later date, and also because this is the first job ADT has successly obtained in this area, and might open the doors for future business.
Submitted Copy of Contract - Released to Lieut. 12/23/58.

1832

[fol. 2667]

CONTRACT DATA

A-47

LOCATION OF SYSTEM
SUBSCRIBER'S NAME: PINNACLE PICTURE CORP.
STREET ADDRESS: 2826-2834 DECATUR AVENUE
CITY AND STATE: BRONX, NEW YORK

CENTRAL STATION NUMBER: NEW YORK CITY
SYSTEM: WF -061
OCCUPATIONAL CODE NUMBER: 23-C Motion Pict

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT: —
- SUPPLEMENTAL: —
- RENEWAL, SAME RATE: —
- RENEWAL, INCREASED RATE: —
- RENEWAL, ADDITIONAL SERVICE: —
- RENEWAL, LESS SERVICE: —

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: —
- DATE OF CONTRACT: —
- TERM OF CONTRACT: —
- ANNUAL SERVICE CHARGE $: —
- DATE EFFECTIVE: —
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (OTHER THAN FROZEN FOODS): —
- CONTENTS ONLY (OTHER THAN FROZEN FOODS AND DRUGGIST GOODS): —

SPECIAL BILLING INSTRUCTIONS: Same as above.

CREDIT REFERENCES
DUN AND BRADSTREET'S RATING: —
NUMBER OF CREDIT LETTERS ATTACHED: —
PRESENT SUBSCRIBER PAID TO: —

EXECUTIVE OFFICE

INSP. BY PLT
DATE
BY

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		$385.00	7	$135.00	$945.00
6 add'l	$55.00	330.00			
3 A.D.T Counts 7 A.F.A. Counts.					
SUB-TOTAL		$715.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		$715.00	TOTAL MINIMUM BASIC CHARGE		$945.00
TOTAL AMOUNT SECURED		450.00	TOTAL AMOUNT SECURED		- -
DIFFERENCE (EXPLAIN BELOW)		* 265.00	DIFFERENCE (EXPLAIN BELOW)		- -

REMARKS
*A.F.A. CO. CONTRACT. * Charge to be established 25% Over Sc
THIS IS A REVERSE POSITION CONTRACT AS PER LETTER FROM A.D.T. 7/21/60.

SUB STANDARD PRICE BASED ON COMPETITION.

ALSO ENTITLED TO COMMISSION CREDIT: E.J. MEAGHER (PACO) 7/28/60
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY CENTRAL SALES OFFICE: RECEIVED
DATE RECEIVED FROM SERVICE SALES OFFICE: AUG 1 RECEIVED

REMARKS

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
W J Doyle 7/28/60
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY
8/1/60

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSTALLATION OFFICE

68

CONTRACT DATA

Z-2680

CENTRAL STATION MAINTAINED FROM: NEW YORK CITY

REMINGTON RAND-DIVISION OF SPERRY RAND CORPORATION

313-321 Fourth Ave. Incl. 100-114 East 24th St.
NEW YORK CITY, NEW YORK

WF -061

VOCATIONAL CODE NUMBER — DESCRIPTION: 4[illegible]-C Mult. Occup.

SERVICE		OLD CONTRACT	
CENTRAL STATION	X	AUDITOR'S NUMBER	Z-30927
DIRECT-CONNECTED		DATE OF CONTRACT	3/22/54
LOCAL ONLY		YEARS OF CONTRACT	5 yrs.
PROPRIETARY		ANNUAL SERVICE CHARGE	$2524.00
NATIONAL ACCOUNT	X	DATE EFFECTIVE	4/1/54
NEW YORK DISTRICT		SERVICE WITH	above

PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS
315 Fourth Ave.
New York 10, N.Y.

DUN AND BRADSTREET'S RATING: Annual Svc. Chg. $ 2524.00 $ 2139.50 $ 386.50

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 3/31/59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	$350.00			
1 $50.00	3200.00	2	1 $ 536.94	
Annual Svc. Chg. $	2675.44	2139.50		
Annual Svc. Chg. $	2776.40	2139.50	1 $ 637.90	
	$3550.00			
24.00		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	$3550.00	TOTAL MINIMUM BASIC CHARGE		
	see below	TOTAL AMOUNT SECURED		
		DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

INSP. BY PLANT
DATE MAY 7 1962
BY
38257

A.F.A. CO. CONTRACT.
675.44 first year
700.68 second year
725.92 third year
751.16 fourth year
776.40 fifth year and any subsequent contract year.

SALES REPRESENTATIVE: E.A. SINGLETON(APACO) 2/17/59

RECEIVED FEB 25 1959

CONTRACT RECOMMENDED BY: [signature] 2/17/59
DISTRICT SALES MANAGER — DATE

DATE CONTRACT RELEASED

74

1894

[fol. 2669]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: SIEGEL WAREHOUSE CORP.

STREET ADDRESS: 453 West 17th Street

CITY AND STATE: NEW YORK CITY, NEW YORK

CENTRAL STATION: NEW YORK CITY

SYSTEM: S3WP 061

OCCUPATIONAL CODE NUMBER: 499-C Whse.

PROPERTY VALUATION: BUILDINGS ONLY (FIRE ALARM SERVICE ONLY); CONTENTS ONLY (FIRE AND BURGLAR ALARM SERVICE)

SPECIAL BILLING INSTRUCTIONS: SAME

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	
RENEWAL, LESS SERVICE					

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

INSP. BY PLTF.
DATE MAY 7 19
BY
36243

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
4 @ 1/2 =	55.00	385.00 110.00	3	135.00	405.00
SUB-TOTAL		495.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		495.00	TOTAL MINIMUM BASIC CHARGE		405.00
TOTAL AMOUNT SECURED		250.00	TOTAL AMOUNT SECURED		0
DIFFERENCE (EXPLAIN BELOW) *		245.00	DIFFERENCE (EXPLAIN BELOW) *		405.00

REMARKS

* AFA contract - competitively priced.

RECEIVED
JUN 1 1960
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

ALSO ENTITLED TO COMMISSION CREDIT

AFA CO. — SALES REPRESENTATIVE — 6/1/60 DATE

DATE RECEIVED BY GENERAL SALES MGR.

REMARKS

Notify Holmes on receipt of Waterflow signal.
6/3/60 - Received sig. Letter attached

DATE RECEIVED FROM GENERAL SALES MGR.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 6/1/60 DATE

CONTRACT APPROVED BY — DATE CONTRACT SENT TO DEPT.

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 196

Omaha, Nebraska

B-6550

CONTRACT DATA

J. J. Hanighen Company

S.E. Corner 20th & Izard Streets

Omaha, Nebraska

CENTRAL STATION MAINTAINED FROM: Omaha, Nebr.

SYSTEM: BA-D/ 021

SUBSIDIARY CODE NUMBER — DESCRIPTION: 204-2 Plumbing

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: X

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT: B-4936 B-7976 B-45809
AUDITOR'S NUMBER:
DATE OF CONTRACT: 12-30-54
TERM OF CONTRACT: 5 yrs.
ANNUAL SERVICE CHARGE: $ 970.30
DATE EFFECTIVE: 10-1-55
SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (SPACE ALARM SYSTEM ONLY): $ —
- CONTENTS ONLY (SPACE AND BURGLAR ALARM SYSTEMS): $100,000

SPECIAL BILLING INSTRUCTIONS:

DUN AND BRADSTREET'S RATING: —

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	300.00			
12.00	180.00			
56.00	56.00			
	536.00			

96-4(48)

PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }

536.00	TOTAL MINIMUM BASIC CHARGE
970.30	TOTAL AMOUNT SECURED
434.30	DIFFERENCE (EXPLAIN BELOW)

Rate in excess of current MBR.
Contract effective 10-1-60.

EXECUTIVE OFFICE USE

INSP. BY PLTF.
DATE
BY

CK

M. S. Bloss 10-10-60
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
RECEIVED
OCT 18 1960

DATE RECEIVED FROM GENERAL SALES MANAGER

A

INITIATED BY
OCT 17 1960
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1896

[fol. 2671]

13

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Standard Manufacturing Co.

STREET ADDRESS: 7311 Jones Street

CITY AND STATE: Omaha, Nebraska

CENTRAL STATION: Omaha, Nebr.

SYSTEM: 86-WP 091

VOCATIONAL CODE NUMBER: 207-2 Metal Prods

PROPERTY VALUATION: $ 1,000

BUILDINGS ONLY (SPRINK. ALARMS INCLUDED): $ 800

CONTENTS ONLY (SPRINK. AND BURGLAR ALARMS INCLUDED): $ 200

SPECIAL BILLING INSTRUCTIONS:

EXECUTIVE OFFICE:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	K910
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	7-22-54
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 yrs.
RENT, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$ 744.00
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	10-12-54
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	above
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 11-1-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ACTUAL			ADVANCE		
	NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	1		350.00			
	7	50.00	350.00			
SUB-TOTAL			700.00			
WIRE FACILITY COST $				PLANT ESTIMATE (WIRES REMOVED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%						
TOTAL MINIMUM BASIC CHARGE			700.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED			848.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)			148.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS

Denotes 20% increase over MBR.

ALSO ENTITLED TO COMMISSION CREDIT

M. S. Blose — SALES REPRESENTATIVE — 12-7-59 DATE

DATE RECEIVED BY GENERAL SALES MGR.

REMARKS

DATE RECEIVED FROM GENERAL SALES MGR.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — 12/15/59 DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BRANCH

7

CONTRACT DATA

B-20963

City National Vaults, Inc.
1517 Harney St.
Omaha, Nebr.

Central Station Maintained From: Omaha, Nebr.
System: BA-PHON 024
Occupational Code Number — Description: 153-3 Bldg. & Loan

Service:
- Central Station: X
- Direct-Connected:
- Local Only:
- Proprietary:

National Account:
- New York:
- District:

Old Contract:
- Auditor's Number: B-42394
- Date of Contract: 7-29-53
- Term of Contract: 5 yrs. &0 ds.
- Annual Service Charge: $ 584.60
- Date Effective: 9-1-53
- Service With: above

Property Valuation:
- Buildings Only (Fire Alarm System Only): $
- Contents Only (Fire and Burglar Alarm Systems): $1,000,000.

Special Billing Instructions:

Dun and Bradstreet's Rating:
Number of Credit Letters Attached:
Present Subscriber, Paid To: 9-1-58

Computation of Minimum Basic Service Charges

Annual: Per Unit	Annual: Amount	Advance: Number of Units	Advance: Per Unit	Advance: Amount
	270.00			
20.00	280.00			
Count of Sales	Count 15			
	550.00			
60.00		Plant Estimate { Where Required For Advance Service Charge }		
	5.00			
	555.00	Total Minimum Basic Charge		
	700.00	Total Amount Secured		
	145.00	Difference (Explain Below)		

Executive Office Use

INSP. BY PLT. MGR.
DATE MAY 8 1962
BY

Difference due to new method of computing unit count.

EXEC. SALES DEPT.
RECEIVED
JUL 16 1958

M. S. Blose
Sales Representative
7-10-58
Date

Date Received by General Sales Manager A.M.

Date Received from General Sales Manager

Contract Recommended by
District Sales Manager
7-10-58
Date

Contract Approved by
7/22

Received by
District Sales Manager
Date

Returned from Executive Offices

Date Contract Released

Date Contract Sent to District Sales Manager

1898

[fol. 2673]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Kimball Laundry Company

STREET ADDRESS: 1502-04 Jones Street

CITY AND STATE: Omaha, Nebraska

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- REMOVAL, SAME RATE: ___
- REMOVAL, INCREASED RATE: X
- REMOVAL, ADDITIONAL SERVICE: ___
- REMOVAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY: ___

NATIONAL ACCOUNT
- NEW YORK DISTRICT: ___

OLD CONTRACT
- JUNCTION'S NUMBER: B-7448
- DATE OF CONTRACT: 2-11-56
- TERM OF CONTRACT: 5 yrs
- ANNUAL SERVICE CHARGE: $297.10
- DATE EFFECTIVE: 2-1-56
- SERVICE WITH: above

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER, PAID TO: 1-1-61

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
6	40.00	240.00			
SUB-TOTAL		240.00			
WIDE FACILITY COST $ ___ WIDE FACILITY COST EXCESS OF 20%		-	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
TOTAL MINIMUM BASIC CHARGE		240.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		341.67	TOTAL AMOUNT SECURED		
DIFFERENCE (SECURED OVER)	(*)	101.67	DIFFERENCE (SECURED BELOW)		

REMARKS: (*) Denotes increase over MMR.

Effective: 2-1-61

ALSO SATISFIED TO COMMISSION CREDIT

M. S. Bloss 12-14-60
SALES REPRESENTATIVE DATE

REMARKS

CONTRACT EXECUTED BY

12-16-60
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

Omaha, Nebraska
SYSTEM: IS-NEB
261-1

RECEIVED DEC 19 1960 A.M.

CONTRACT DATA

Pittsburgh Plate Glass Co.

1402 Jones Street

Omaha, Nebraska

Central Station Maintained From: Omaha, Nebr.

System: SS-NF 032

Occupational Code Number — Description: 371-3 Plate Glass

Service: Central Station X; Direct-Connected —; Local Only —; Proprietary —; National Account X; New York —; District WASHINGTON-DC

Old Contract: Auditor's Number V-45152; Date of Contract 1-13-54; Years of Contract 5 Yrs.; Annual Service Charge $546.00; Date Effective 11-1-54; Service With:

Property Valuation: Buildings Only (Fire Alarm Stated Only) $; Contents Only (Fire and Burglar Alarm Systems) $380,000.

Special Billing Instructions:

Dun and Bradstreet's Rating; Number of Credit Letters Attached; Present Surcharges Paid To 11-1-59

$546.00 ÷ 4 cc. ea = 136.50

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

Executive Office Use

Annual Per Unit	Amount	Number of Units	Advance Per Unit	Advance Amount
	350.00			
30.00	200.00			
1 Sales Const.			682.50	409.50 ÷ 4 = 102.37
Daily Per /	Excess Pressure Pumps			
	550.00			
Cost 20.00		Plant Estimate (Where Required For Advance Service Charge)		
Cost Excess of 10%	550.00	Total Minimum Basic Charge		
Basic Charge	682.50	Total Amount Secured		
Secured	132.50	Difference (Explain Below)		

INSP. BY BLTF. Date NOV 1960

Represents 25% increase.

NOTE: TO APPROVED COPIES TO BE FORWARDED TO MR. J.W. SPREADBURY
PPG IND. REP. PITTSBURG,PA. FOR TRANSMITTAL TO SUBS.EXECUTIVE OFFICE.

Commission Credit 50% override to Salesman, Pittsburg, Pa. M. E. Bloss — Sales Representative — 11-11-59 Date

Date Received by General Sales Manager: NOV 13 1959

Date Received from General Sales Manager: NOV 13 1959 P.M.

Signed by: Date NOV 13 1959

Contract Recommended by: Contract Sales Manager — Date

Contract Approved by:

Signed for Executive Office:

Date Contract Released:

Date Contract Sent to Contract Sales Manager:

[fols. 2675-2677]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Standard Manufacturing Co.

STREET ADDRESS: 7311 Jones Street

CITY AND STATE: Omaha, Nebr.

Central Station: Omaha, Nebr.

Property: BA-DW 021

Vocational Code: 207-2 Metal Fr

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: ___
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ___
- RENEWAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY: ___

NATIONAL ACCOUNT
- NEW YORK: ___
- DETROIT: ___

OLD CONTRACT
- AUDITOR'S NUMBER: B-42623
- DATE OF CONTRACT: 7-30-54
- TERM OF CONTRACT: 5 yrs.
- ANNUAL SERVICE CHARGE: $ 900.20
- DATE EFFECTIVE: 10-12-54
- SERVICE WITH: above

Property Valuation

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: _____

NUMBER OF CREDIT LETTERS ATTACHED: _____

PRESENT SUBSCRIBER PAID TO: 11-1-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		270.00			
16	25.00	400.00			
10-Contacts	12.50	125.00			
Add'l Set		51.00			
27 P					
SUB-TOTAL		846.00			
WIRE FACILITY COST $ 228-½			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 50%		29.40			
TOTAL MINIMUM BASIC CHARGE		875.40	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1055.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		179.60	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Denotes 20% increase over MBR.

ALAN ENTITLED TO COMMISSION CREDIT

M. S. Blose — SALES REPRESENTATIVE — 12-7-59 DATE

REMARKS

CONTRACT EXECUTED BY: D. J. Belanek — DISTRICT SALES MANAGER — 12/15/59 DATE

CONTRACT RECOMMENDED BY: _____ — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO

DATE RECEIVED FROM GENERAL

INSPECTED DRAWN BY

DEC 10

27

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 197

Peoria, Illinois

13-66995

CONTRACT DATA

CENTRAL STATION MAINTAINED FROM: Peoria, Ill.

SYSTEM: BA [illegible] 021

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 492-3 warehouse

General Warehouse & Transportation Co.

201 Carver Lane

East Peoria, Ill.

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

SUB CONTRACT
- AUDITOR'S NUMBER:
- DATE OF CONTRACT:
- TERM OF CONTRACT:
- ANNUAL SERVICE CHARGE $:
- DATE EFFECTIVE:
- SERVICE WITH:

PROPERTY VALUATION
- BUILDINGS ONLY (STATE ALARM SYSTEM ONLY): 100,000.
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 360,000.

SPECIAL BILLING INSTRUCTIONS: Bills are to be sent to Mr. H. C. Dickelman, Genl. Warehouse & Transportation Co., 430 W. Ohio St., Chicago 10, Ill.

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO:

* See clause #10

EXECUTIVE OFFICE USE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
20.	270.00	23	44.00	1,012.00
20.	440.00			
	710.00			
10%	71.00	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
5%	37.00			
	747.00	TOTAL MINIMUM BASIC CHARGE		1012.00
	619.20	TOTAL AMOUNT SECURED		607.00
	127.80	DIFFERENCE (EXPLAIN BELOW)		405.00

Adv. - 1012.00
40% - 404.80

* I must give more on 5486-57
D- 54125

* must proceed & move under Jo # 5687-57.

INCR. BY PLTS
DATE: 3/6/57
BY:

in annual service charge due to competition. Best rate
e has been secured.
necessary to reduce the advance service charge as shown
and to prorate same over the term of the agreement to secure
siness. Adv. s. c. to be paid in sixty months.
of all special reports to be sent to Mr. H. C. Dickelman,

TO CONSUMING CREDIT
arks - 50% override

J. W. Klein — SALES REPRESENTATIVE — 2-26-57 DATE

430 W. Ohio St., Chicago 10, Ill., normal reports, etc. to be
their manager at E. Peoria, Mr. William Clark.
roved copy of agreement to be mailed to Mr. H. C. Dickelman
approved copy to be mailed to Mr. William Clark.

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

RECEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 2-26-57 DATE

CONTRACT APPROVED BY — 3/11/57

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

(3) MAR 13 1957

[fol. 2679]

COMPETITION REPORT

REPORT NO. 1

DATE 14 Aug 59 CENTRAL STATION CITY Peoria, Illinois

PROSPECT'S NAME The Giant Store

PROSPECT'S ADDRESS Madison Park Shopping Center Peoria

CLASS OF SERVICE W. BA NO. OF UNITS 17

JOB LOST JOB SECURED 7

NAME OF COMPETITOR Protection Alarms Inc. (Oberlander Elect Co)

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 611.00	$ 748.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 532.00	$ 501.60	$ Unk	$ Unk

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5 Hrs

REMARKS

Secured business by reducing service charges to the point of being competitive, Competitor in all probability submitted a lower price but I have found that in most cases we can secure the agreement if we are not too much out of line.

DATE APR 15 1962

R. L. Craver
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERVISOR

FORM 701

COMPETITION REPORT

REPORT NO. 21-61

DATE 25 Oct. 61 CENTRAL STATION CITY Peoria, Illinois

PROSPECT'S NAME Unclaimed Freight Store, Inc.

PROSPECT'S ADDRESS 2018 South Adams Street Peoria

CLASS OF SERVICE AFA NO. OF UNITS 1

JOB LOST ____ JOB SECURED X

NAME OF COMPETITOR Protection Alarms, Inc.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 625.00	$ 1480.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 500.00	$ 1087.80

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ Unk	$ Unk

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 10

REMARKS

This Subscriber now uses our BA Services at this location and at Pekin, Ill. I had talked to him several times about AFA, but was unable to secure an agreement. Recently he informed me that when he began construction of an addition to his building our competitor approached him on the matter of automatic fire protection and had furnished him a quotation. In order to secure this agreement, it was necessary to reduce our Adv Serv Chg to 70% and the Ann Serv Chg to 80%. Also necessary to amortize Adv Serv Chg over period of agreement. 1% per year was added to quoted price.

INSPECTED DISTRICT SALES MANAGER BY 08088

R. L. Brewer
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1904

[fol. 2682]

CONTRACT DATA

LOCATION / SYSTEM

SUBSCRIBER'S NAME: Armour & Company (Plant #1)

STREET ADDRESS:

CITY AND STATE: Peoria, Illinois

CENTRAL STATION DISTRICT: Peoria, Ill.

SYSTEM: 88-2 (8)

VOICE GRADE: 313-1 Packer

PROPERTY VALUATION: BUILDINGS ONLY / SPRINKLER SYSTEM ONLY

CONTENTS ONLY (STORE AND DWELLING ALARM SYSTEM)

SPECIAL BILLING INSTRUCTIONS:

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	V-43867
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	8-11-53
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$ 928.20
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	8-1-53
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	Above
RENEWAL, LESS SERVICE		DISTRICT	Chicago		

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	350.	350.00			
33	50.	1650.00			
Annual Serv. Chgs.	$ 1190.00 VL		928.20 VL	261.80	
SUB-TOTAL		2000.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		2000.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1190.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		810.00	DIFFERENCE (EXPLAIN BELOW)		

Shumilakes
928.20
Breakdown
928.20
261.80
1190.00

REMARKS

Renewal for a further period of five (5) years at a blanket rate of $35.00 per 34 units.

ALSO ENTITLED TO COMMISSION CREDIT: D. A. Gaulier, Sr. - 50% override

R. L. Craver — SALES REPRESENTATIVE — 11-12-59 DATE

DATE RECEIVED BY BILLING DEPT.

REMARKS

DATE RECEIVED FROM BILLING DEPT.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — L. M. DeSchweinitz — DISTRICT SALES MANAGER — 11-20-59 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO INSTALLATION

CONTRACT DATA

The Kroger Company
Carver Lane
East Peoria, Illinois

SERVICE: CENTRAL STATION X; DIRECT-CONNECTED —; LOCAL ONLY —; PROPRIETARY —
NATIONAL ACCOUNT: NEW YORK —; DISTRICT Cleveland
BID CONTRACT: AUDITOR'S NUMBER; DATE OF CONTRACT; TERM OF CONTRACT; ANNUAL SERVICE CHARGE $; DATE EFFECTIVE; SERVICE WITH:
DUN AND BRADSTREET'S RATING X
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

CENTRAL STATION MAINTAINED FROM: Peoria, Illinois
SYSTEM: SSF 0.1
VOCATIONAL CODE NUMBER — DESCRIPTION: 162-2 Groc Warehouse
PROPERTY VALUATION: furnish later
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $
SPECIAL BILLING INSTRUCTIONS

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL		ADVANCE		
UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
315.00	315.00	48	130.00	6,240.00
48.00	2,256.00			
	2,571.00			
90-CC		PLANT ESTIMATE (WHICH REQUIRED FOR ADVANCE SERVICE CHARGE)		
	2,571.00	TOTAL MINIMUM BASIC CHARGE		6,240.00
	1,799.70	TOTAL AMOUNT SECURED		3,744.00
	771.30	DIFFERENCE (EXPLAIN BELOW)		-2,496.00

EXECUTIVE OFFICE USE

INSP. BY PLT.
DATE MAY 7 1962
BY

Is unable to secure MBR due to competitive situation. (See ... report) Rate determined by SR Gates, Cincinnatti, O. ... two approved copies of agreement to SR Gates for transmittal ... Office. Forward one approved copy of agreement to The ... Company, 111 Persimmon St., Peoria, Ill. Attn: Mr William ..., Vice President

R.L. Craver — SALES REPRESENTATIVE — 25 Sept. 58 DATE

... - Cincinnatti, O.

EXEC. SALES DEPT.
RECEIVED
SEP 29 1960

EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 9-21-58 DATE

CONTRACT APPROVED BY — 9-29-58

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

21

1906

[fol. 2686]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 198
Philadelphia, Pa.

1007

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: ELENC CORPORATION

STREET ADDRESS: 1201-1301 Glenwood Avenue

CITY AND STATE: Philadelphia, Pennsylvania

CENTRAL STATION: Philadelphia, Pa.
SYSTEM:
SUBST. 062
Multiple Occupancy

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM INSTALLED)
CONTENTS ONLY (FIRE AND BURGLAR ALARM INSTALLED)
SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		350.00	83.6	133.00	11092.20
82.6	50.00	4120.00			
Plant Count 85 5/6 Sales Count 63 1/2					
Includes 2 Units For 1 Excess Pressure Pu...					
SUB-TOTAL		4470.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		4470.00	TOTAL MINIMUM BASIC CHARGE		11092.20
TOTAL AMOUNT SECURED		2500.00	TOTAL AMOUNT SECURED		NONE
DIFFERENCE (EXPLAIN BELOW) (*)		1970.00	DIFFERENCE (EXPLAIN BELOW) (*)		11092.20

REMARKS (*) Deficit - contract negotiated at below standard rate due to competition. Competitor's rate was $2350.00.
AnSC - Annually in advance.
Operated by Philadelphia Local Telegraph Company

ALSO ENTITLED TO COMMISSION CREDIT: Automatic Fire Alarm Co. 4-9-59
SALES REPRESENTATIVE — DATE

REMARKS

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — 4-10-59 DATE

CONTRACT APPROVED BY — 4/16

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DEPT.

INSP. BY
DATE
BY
37510

RECEIVED BY CENTRAL OFFICE
LATE DELIV.
APR 14 1959

Ah

CONTRACT DATED APRIL 6, 1959

2

1907

NEW YORK 145

CONTRACT DATA

Huberman's Camden Store

802 Broadway

Camden, New Jersey

Central Station Maintained From: Camden, New Jersey

System: BA 021

Locational Code Number and Description: 301-C Dept. Store

Property Valuation: Buildings Only $; Contents Only $

Special Billing Instructions:

Service: Central Station X; Direct-Connected —; Local Only —; Proprietary —

National Account: New York —; District —

Old Contract: Auditor's Number B-67907; Date of Contract 1-1-57; Term of Contract 5 yrs.; Annual Service Charge 105.00; Date Effective 9-1-57; Service With: above

Due and Broadstreet's Rating:

Number of Credit Letters Attached:

Present Subscriber Paid To 9-30-58

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

Annual Per Unit	Annual Amount	Advance Number of Units	Advance Per Unit	Advance Amount
20.00	220.00			
	220.00			
		Plant Estimate (Where Required For Advance Service Charge)		713.63
	220.00	Total Minimum Basic Charge		
	144.00	Total Amount Secured		350.00
(a)	76.00	Difference (Explain Below) (*)		363.63

(a) See competition report attached. Advance service charge upon completion. Annual service charge payable monthly. Approved copy of contract to Sales Representative.

Executive Office Use

- 2 units disconnected 10-2-58 - D-7/629

INSP. APR 25 1962

DATE

Approval is recommended J-H 10/2/58

40

L. D. Wertz 10-6-58
Sales Representative Date

This competitive deal was discussed with Mr. J. B. Bodley before quoting. We were most anxious to block Robinson's first move in Camden and to help Holmes win out in Philadelphia negotiation. We quoted $300.00 advance and $10.00 per month in Philadelphia but compelled to come close to this price in Camden.

RECEIVED OCT 15 1958

Date Received by General Sales Manager

Date Received by District Sales Manager A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

Contract Recommended By: J. B. Bodley
District Sales Manager Date

Contract Approved By: W. R. Stuart 10/3
General Sales Manager Date

Date Contract Released

Date Contract Sent to District Sales Manager

15

1908

[fols. 2688-2689]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: BALDWIN DAIRIES, INC.

STREET ADDRESS: Duffield & Foulkrod Streets

CITY AND STATE: Philadelphia, Pennsylvania

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE $	
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CENTRAL STATION: Philadelphia, Pa.

SYSTEM: SSM7 061

LOCATIONAL CODE NUMBER: 163-4 Dairy

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM)

CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEM)

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER, PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		385.00	12	135.00	1620.00
11	55.00	605.00			
SUB-TOTAL		990.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		990.00	TOTAL MINIMUM BASIC CHARGE		1620.00
TOTAL AMOUNT SECURED		775.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW) (*)		215.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE

Con Ac

1614 350-
1150 550
900

REMARKS (*) Deficit
Contract accepted at reduced rate to meet competition, effective upon completion.
Annual Service Charge payable annually in advance.
Operated by Philadelphia Local Telegraph Co.

ALSO ENTITLED TO COMMISSION CREDIT?

Automatic Fire Alarm Co. 3-8-60
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL MANAGER: MAR 10 1960 P.M.

REMARKS

DATE RECEIVED FROM DIVISION

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER 3-8-60 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO

CONTRACT DATED: 2-12-60

CONTRACT DATA

T29290

CONTINENTAL DISTILLING CORPORATION (CONTRACT #6)

NEC Swanson and Mifflin Street

Philadelphia, Pennsylvania

CENTRAL STATION MAINTAINED FROM: Philadelphia, Pennsylvania

SYSTEM: WB-NWT 072

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 64A - Liquor

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY) $ on rec
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $ on rec

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY —

NATIONAL ACCOUNT X
NEW YORK
DISTRICT Washington

OLD CONTRACT
AUDITOR'S NUMBER T-2444-58
DATE OF CONTRACT 1-1-55
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 988.00
DATE EFFECTIVE 1-1-55
SERVICE WITH: SSBB

SPECIAL BILLING INSTRUCTIONS
Subscriber to be billed annually for fiscal period January 1st to December 31st each year effective on presentation next invoice.

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 12-31-59

EXECUTIVE OFFICE USE

Amex
1C 265
4853 212
7034 578
1c 64
1119

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	300.00			
10.00	160.00			
10.00	680.00			
	70.00			
	1210.00			
PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)				
	1210.00	TOTAL MINIMUM BASIC CHARGE		
	790.40	TOTAL AMOUNT SECURED		
	419.60	DIFFERENCE (EXPLAIN BELOW)		

[illegible] - deficit - see competition report.
[illegible]nually in advance, see billing instructions.
[illegible] of existing service with decrease in rate of $197.60 effec-
[illegible]-60. This agreement accepted with contracts for 16 other
[illegible]s, total ASC $14,751.31 at 20% below existing ASC because of
[illegible]tive conditions. Agreements accepted in order to continue
[illegible] with this large subscriber. Return approved copy of contract
[illegible] to this office for transmittal to sub. hdqrs.

H. E. May 2-8-60
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

FEB 1960

DATE RECEIVED FROM GENERAL SALES MANAGER

ORDERED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE FEB 12 1960

CONTRACT APPROVED BY
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

1910

[fol. 2691]

CONTRACT DATA

A-1230

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: G. B. CORPORATION

STREET ADDRESS: Belfield and Windrim Avenues

CITY AND STATE: Philadelphia, Pennsylvania

CENTRAL STATION MAINTAINED FROM: Philadelphia, Pa.

SYSTEM: SSW 061

VOCATIONAL CODE NUMBER: 166-A Candy Manf.

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK DISTRICT		SERVICE WITH:	
RENEWAL, LESS SERVICE					

PROPERTY VALUATION

BUILDINGS ONLY (OTHER ALARM SYSTEMS ONLY)

CONTENTS ONLY (OTHER AND DIFFERENT ALARM SYSTEMS)

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		350.00	5	134.00	670.00
4	50.00	200.00			
SUB-TOTAL		550.00			
FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		550.00	TOTAL MINIMUM BASIC CHARGE		670.00
TOTAL AMOUNT SECURED		344.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW) (*)		206.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE

INSP. BY PCTC DATE 1-2-60 BY [illegible] 37650

REMARKS (*)Deficit

Contract accepted at reduced rate to meet competition, effective upon completion.

Annual Service Charge payable annually in advance.

Operated by Philadelphia Local Telegraph Co.

ALSO ENTITLED TO COMMISSION CREDIT

AUTOMATIC FIRE ALARM CO. 12-19-59
SALES REPRESENTATIVE DATE

REMARKS

SALES DEPT. DEC 24 1959 A.M. 7:15 P.M.

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER 12-19-59 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO SUPPLY DEPT.

Contract Date: 12-19-59

37

1911

CONTRACT DATA

1.985

J. B. LIPPINCOTT CO.
227 South 6th Street
Philadelphia, Pennsylvania

CENTRAL STATION MAINTAINED FROM: Philadelphia, Pennsylvania
SYSTEM: SSWP 062
VOCATIONAL CODE NUMBER — DESCRIPTION: Publishers 402

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED
LOCAL ONLY
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH:

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) $
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
50.00	350.00 2800.00	57	137.00	7809.00
	3150.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	3150.00	TOTAL MINIMUM BASIC CHARGE		7809.00
	2610.00	TOTAL AMOUNT SECURED		NONE
(*)	540.00	DIFFERENCE (EXPLAIN BELOW) (*)		7809.00

(*) Deficit - competition
Annual Service Charge - payable annually in advance.
Upon becoming effective this contract cancels ADT WS contract
Automatic Fire Alarm contract.
To be operated by Philadelphia Local Telegraph Company

EXECUTIVE OFFICE USE

Permits Rec'd none
Renewal Unit Jd #5536-5
D.7394

INSP. BY PETT.
DATE 1-30-62
BY

Automatic Fire Alarm Co 3-18-59
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
RECEIVED
MAR 20 1959

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY
SALES MANAGER DATE

CONTRACT RECOMMENDED BY
E. J. Keisley 3-18-59
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
A.T. 3/30

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

51

CONTRACT DATED MARCH 13th. 1959

1912

[fol. 2693]

CONTRACT DATA

$20

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: JOHN J. NESBITT, INC.

STREET ADDRESS: 8701 Torresdale Avenue

CITY AND STATE: Philadelphia, Pennsylvania

Philadelphia, Pa.

SSWF 08

207-A Heat, Ventilat

State Rd. & Ellen
Philadelphia, Pa

NEW CONTRACT & Rider

NEW INSTALLATION	X
NEW TENANT	
SUPPLEMENTAL	
RENEWAL, SAME RATE	
RENEWAL, INCREASED RATE	
RENEWAL, ADDITIONAL SERVICE	
RENEWAL, LESS SERVICE	

SERVICE

CENTRAL STATION	
DIRECT-CONNECTED	
LOCAL ONLY	
PROPRIETARY	

NATIONAL ACCOUNT

NEW YORK	
DISTRICT	

OLD CONTRACT

AUDITOR'S NUMBER	
DATE OF CONTRACT	
TERM OF CONTRACT	
ANNUAL SERVICE CHARGE	$
DATE EFFECTIVE	
SERVICE WITH:	

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		385.00	20	135.00	2700.00
19	55.00	1045.00			
SUB-TOTAL		1430.00			
WIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1430.00	TOTAL MINIMUM BASIC CHARGE		2700.00
TOTAL AMOUNT SECURED		-1135.00	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW) (*)		295.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS (*) Deficit - due to competition.
Contract provides for service to become effective upon completion. ANSC - payable annually in advance.
Rider provides upon SSWF service becoming effective; Aero AFA will be canceled and any prepaid ANSC to be refunded.

Operated by Philadelphia Local Telegraph Co.

ALSO ENTITLED TO COMMISSION CREDIT

Automatic Fire Alarm Co. 4-28-61
SALES REPRESENTATIVE DATE

REMARKS

INSP. BY P.C.
DATE
BY

EXEC. SALES DEPT.
RECEIVED
MAY 2 1961

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
W. J. Robinson 4-28-61
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
5085744

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO BUSINESS OFFICE

58

Contract & Rider dated: 3-22-61

CONTRACT DATA

SCHORST REALTY CO.
2824 N. 2nd Street
Philadelphia, Pennsylvania

Central Station Maintained From: Philadelphia, Penna.
System: SS-F 061
Vocational Code Number — Description: 388-A Paper Boxes

Service:
- Central Station: X
- Direct-Connected:
- Local Only:
- Proprietary:
- National Account: New York District:

Old Contract:
- Auditor's Number: J-477
- Date of Contract: 8-22-56
- Term of Contract: 5 years
- Annual Service Charge: $1546.60
- Date Effective: 7-11-57
- Service With: above 211

Property Valuation:
- Buildings Only (Fire Alarm System Only):
- Contents Only (Fire and Burglar Alarm Systems): ON RECORD

Special Billing Instructions:

Dun and Bradstreet's Rating:
Number of Credit Letters Attached:
Prior Subscriber Paid To:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

Annual Per Unit	Annual Amount	Advance Number of Units	Advance Per Unit	Advance Amount
	385.00	5	135.00	675.00
55.00	1540.00			
Point Count 31	Sales Count 29			
Includes 2 Units Per 1		Excess Pressure Pumps		
	1925.00			
Plant Estimate (Where required for advance service charge)				
	1925.00	Total Minimum Basic Charge		675.00
	827.61	Total Amount Secured		None
(*)	1097.39	Difference (Explain Below) (*)		675.00

Executive Office Use

(*) Deficit
Accept of existing service with substantial reduction in basic plus installation of additional service to meet competition.
Payable annually in advance

Operated by Philadelphia Local Telegraph Company

Automatic Fire Alarm Co. 3-5-62
Sales Representative — Date

Executed By — District Sales Manager — Date

Contract Recommended By: W. J. Robinson 3-5-62
District Sales Manager — Date

Date Received from Executive Office

Date Contract Released

Contract Approved By: G. T. 3/13

Date Contract Sent to District Sales Manager

ENGINEERING DEPT. DATE 1962 JS2410

Date Received by General Sales Manager

Date Received from General Sales Manager

68 CONTRACT DATED 2-21-62

1914

[fol. 2695]

CONTRACT DATA

#20

C-1841

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: WEST WHOLESALE DRUG COMPANY

STREET ADDRESS: Front and Luzerne Streets

CITY AND STATE: Philadelphia, Pennsylvania

CENTRAL STATION: Philadelphia, Pa.

SYSTEM: ESMY 061

OCCUPATIONAL CODE: 120-B Drugs

PROPERTY VALIDATION

BUILDINGS ONLY (SPACE OCCUPIED)

CONTENTS ONLY (SPACE AND DESCRIBE)

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	
RENEWAL, BASIC RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH:	
RENEWAL, LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO

EXECUTIVE OFFICE

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1		385.00	19	135.00	2565.00
18	55.00	990.00			
TOKT - 19 Am.					
SUB-TOTAL		1375.00			
MORE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
MORE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1375.00	TOTAL MINIMUM BASIC CHARGE		2565.00
TOTAL AMOUNT SECURED		919.20 *	TOTAL AMOUNT SECURED		None
DIFFERENCE (EXPLAIN BELOW) (*)		165.80	DIFFERENCE (EXPLAIN BELOW)		

INSP. BY PCTR
DATE MAY 61
BY

REMARKS (*) Deficit * Charge to be established 25% of Ann. C.

Contract accepted at reduced rate to meet competition, to become effective upon completion.

ANSC - payable annually in advance.

Operated by Automatic Fire Alarm Co.

E.K.

ALSO ENTITLED TO COMMISSION CREDIT

Automatic Fire Alarm Co. 1-5-61
SALES REPRESENTATIVE DATE

DATE CHECKED BY CENTRAL DATA OFFICE

REMARKS

This is a reverse position contract.

DATE ORDERED FROM REVERSE DATA OFFICE

CONTRACT EXECUTED BY	CONTRACT RECOMMENDED BY	CONTRACT APPROVED BY
DISTRICT SALES MANAGER — DATE	DISTRICT SALES MANAGER — 1-5-61 DATE	
CONTRACT RECEIVED FROM EXECUTIVE OFFICE	DATE CONTRACT RELEASED	DATE CONTRACT SENT TO COMPANY

Contract dated: 11-22-60 75

1315

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 199
Portland, Oregon

CONTRACT DATA

CHASE BAG COMPANY
2850 N. W. Nicolai Street
Portland 10, Oregon

CENTRAL STATION MAINTAINED FROM: Portland, Oregon
SYSTEM: RA-IW 021
VOCATIONAL CODE NUMBER — DESCRIPTION: 385-A, Bags
PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY): $
CONTENTS ONLY (SPRINKLER AND BURGLAR ALARM SYSTEMS): 900,000.
SPECIAL BILLING INSTRUCTIONS:

SERVICE
CENTRAL STATION: X
DIRECT-CONNECTED:
LOCAL ONLY:
PROPRIETARY:

NATIONAL ACCOUNT
NEW YORK: X
DISTRICT:

DUN AND BRADSTREET'S RATING:
NUMBER OF CREDIT LETTERS ATTACHED:
PRESENT SUBSCRIBER, PAID TO: 3-31-60

R&D CONTRACT: 6.67857
AUDITOR'S NUMBER: B-16396
DATE OF CONTRACT: 1-20-55
TERM OF CONTRACT: 5 years
ANNUAL SERVICE CHARGE: $ 363.00
DATE EFFECTIVE: 4-1-55
SERVICE WITH: Above

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
270.00	270.00			
12.50	112.50			
	382.50			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	382.50	TOTAL MINIMUM BASIC CHARGE		
	676.50	TOTAL AMOUNT SECURED		
	$ 294.00	DIFFERENCE (EXPLAIN DELAY)		

Forward subscriber's two approved copies of contract to New ...ctive Accounts for transmittal.
...gotiations were handled by M/A Representative Alex Gaston ...ined an increase of 20% effective January 1, 1961.

EXECUTIVE OFFICE USE

Beverage: Rate cente... up 10/61. Use new ... price are ... correctly ... until ... date.

INSP. [illegible] 1962
DATE 3-8-62
BY
38496

...ston — L. A. Royce — 6-26-59
SALES REPRESENTATIVE — DATE

1959

CONTRACT RECOMMENDED BY: W. J. Daryl — 6-29-59
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: 7/7

DISTRICT SALES MANAGER — DATE
DATE CONTRACT RELEASED

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1

1916

[fol. 2697]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: BISSINGER & CO.

STREET ADDRESS:

CITY AND STATE: Troutdale, Oregon

CENTRAL STATION: Portland, Oregon

SYSTEM: SSWF 051

OCCUPATIONAL CODE: 462-A, Woolen Mill

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: ___
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ___
- RENEWAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK: ___
- DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER: V-46708
- DATE OF CONTRACT: 11-2-54
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 1390.30
- DATE EFFECTIVE: 8-13-54
- SERVICE WITH: Above

PROPERTY VALUATION
- BUILDINGS ONLY (STORE ALONE COVERED):
- CONTENTS ONLY (STORE AND STORAGE COVERED):

SPECIAL BILLING INSTRUCTIONS:

Annual Svc. Chg. $ 1390.30 VS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 3-31-60

EXECUTIVE OFFICE:

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	350.00	350.00			
16	50.00	800.00			
Annual Svc. Chg. $ 1738.00 VS			1426.38 KS	311.70	
				Carlos: Price pkup Memo 61 on 7163	
SUB-TOTAL		1150.00			
WIRE FACILITY COST $			PLANT ESTIMATE { WHERE REQUIRED FOR ADVANCE SERVICE CHARGE }		
WIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1150.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1738.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		*588.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: *Account distance.

K- 311.70
A 1738.00

Memo to R:
This account has
amount of $360

ALSO ENTITLED TO COMMISSION CREDIT

L. A. Royce 8-3-59
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY CENTRAL STATION: AUG 5 1959

REMARKS

INCR. BY PETE
DATE MAY 3 1960
BY
38488

CONTRACT EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
W. J. Dahlke 8-4-59
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

CONTRACT DATA

12

160336

GENERAL ELECTRIC COMPANY, LAMP DIVISION
2800 N. W. Nela Street
Portland 10, Oregon

CENTRAL STATION MAINTAINED FROM: Portland, Oregon
SYSTEM: SSWF 051
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 134-B, Electrical Equip.

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY —
NATIONAL ACCOUNT
NEW YORK —
DISTRICT X

OLD CONTRACT
AUDITOR'S NUMBER V-50281
DATE OF CONTRACT 10-29-56
TERM OF CONTRACT 5 yrs
ANNUAL SERVICE CHARGE 1036.00
DATE EFFECTIVE 2-1-57
SERVICE WITH Above

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEMS ONLY) 300,000.
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 500,000.

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING Annual Svce Chge $ 1036.00
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 1-31-63

M 656.00 M 380.00

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
DATE	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	385.00	385.00			
	55.00	440.00			
		825.00			
			ESTIMATE (CHARGE REQUIRED FOR ADVANCE SERVICE CHANGE)		
		825.00	TOTAL MINIMUM BASIC CHARGE		
		1036.00	TOTAL AMOUNT SECURED		
		#211.00	DIFFERENCE (EXPLAIN DELAY)		

EXECUTIVE OFFICE USE

1st annl $365.60
Addl 36.30
V-$656.00-7
M-380.00
$1036.00-7
J.S 5/1/62

5/3/62
38505

rd subscriber's two approved copies of contract to Mr.
Gaston for transmittal.
al to become effective 2/1/63.
ued at same rate.

ALSO TO COMMISSION CREDIT
r Gaston

E. J. Kogak 4-13-62
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER
APR 19 1962 P.M. 5 6

RECEIVED BY
DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
W. J. Dahl 4-18-62
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY
4/24

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

Vol. 2699]

CONTRACT DATA

B15136

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: FRED MEYER, INC.

STREET ADDRESS: 5408 N. E. Union Avenue

CITY AND STATE: Portland 11, Oregon

Portland, Oregon

SYSTEM: BA-SISC 089

VOCATIONAL CODE NUMBER: 162-C, Supermkt.

NEW CONTRACT
- NEW INSTALLATION: ____
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: ____
- RENEWAL, INCREASED RATE: ____
- RENEWAL, ADDITIONAL SERVICE: X
- RENEWAL, LESS SERVICE: ____

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY
- NATIONAL ACCOUNT
- NEW YORK: ____
- DISTRICT

OLD CONTRACT: B5591 B7361
- AUDITOR'S NUMBER: B-67332
- DATE OF CONTRACT: 3-13-57
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 889.00
- DATE EFFECTIVE: 4-1-57
- SERVICE WITH: Above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)
- SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 3-31-62

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	7	32.50	227.50
14	24.00	336.00			
15	12.00	180.00			
2 Extra Controls	56.00	112.00			
30P					
SUB-TOTAL		928.00			
FIRE FACILITY COST $			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
FIRE FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		928.00	TOTAL MINIMUM BASIC CHARGE		227.50
TOTAL AMOUNT SECURED		1085.00	TOTAL AMOUNT SECURED		227.50
DIFFERENCE (EXPLAIN BELOW)		**157.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Subscriber requested new agreement at this location because of changes in protection and to provide common expiration date for both service.

*Revised valuations.

**A/C large store and scattered units.

ALSO ENTITLED TO COMMISSION CREDIT

B. Crane — SALES REPRESENTATIVE — 6-12-61 DATE

REMARKS

CONTRACT EXECUTED BY: W. V. Dahl — DISTRICT SALES MANAGER — 6/14/61 DATE

CONTRACT RECOMMENDED BY — DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE RECEIVED BY CENTRAL DATA UNIT

DATE RECEIVED FROM CENTRAL DATA UNIT

DATE CONTRACT SENT TO DISTRICT

5 Locations @ 1/2 Y/L to [illegible] D.9

MGR. SVC. DEPT. DATE ... BY ... 2699A

CONTRACT DATA

P 12907

NORTHWESTERN ICE & COLD STORAGE COMPANY

111 N. E. Third Avenue

Portland 11, Oregon

CENTRAL STATION MAINTAINED FROM: Portland, Oregon

SYSTEM: ISMISC 039

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 493 B Cold Storage

SERVICE

- CENTRAL STATION — X
- DIRECT-CONNECTED —
- LOCAL ONLY —
- PROPRIETARY —
- NATIONAL ACCOUNT —
- NEW YORK —
- DISTRICT —

OLD CONTRACT

AUDITOR'S NUMBER	P 6587
DATE OF CONTRACT	2/24/55
TERM OF CONTRACT	5 Years
ANNUAL SERVICE CHARGE	$ 320.00
DATE EFFECTIVE	4/19/55
SERVICE WITH:	Above

PROPERTY VALUATION

BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY)	280,000
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS)	450,000

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED

PRESENT SUBSCRIBER PAID TO 5/1/61

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
40.00	40.00			
40.00	80.00			
	120.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	120.00	TOTAL MINIMUM BASIC CHARGE		
	320.00	TOTAL AMOUNT SECURED		
	$ 200.00	DIFFERENCE (EXPLAIN BELOW)		

EXECUTIVE OFFICE USE

Retained from proceeding agreement. Subscriber insisted this be included with the SSWF renewal, and payments changed ...ally to conform with other central station and direct connect ...ons. Renewal agreement is effective 1/1/61. The IP is paid ...61. Advance payment for the four months of 1/1/61 to 5/1/61 ...credit ...thon billing on the renewal agreement becomes ...ive 5/1/61.

C.K.

B. Crane — SALES REPRESENTATIVE — 9/8/60 DATE

DATE RECEIVED BY DISTRICT SALES MANAGER: SEP 9

DATE RECEIVED FROM DISTRICT SALES MANAGER

CONTRACT RECOMMENDED BY: J. A. Dahl — DISTRICT SALES MANAGER — 9-9-60 DATE

CONTRACT APPROVED BY: EJS 9/19

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1920

Vol. 2702]

CONTRACT DATA

K95

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: OMARK INDUSTRIES INC., SAW CHAIN DIVISION

STREET ADDRESS: 9701 S. E. McLoughlin Blvd.

CITY AND STATE: 22 Portland, Oregon

CENTRAL STATION SYSTEM: Portland, Oregon

SYSTEM: ASWP - 051

OCCUPATIONAL CODE: 19½ - A Saw Chain

NEW CONTRACT
- NEW INSTALLATION: ____
- NEW TENANT: ____
- SUPPLEMENTAL: ____
- RENEWAL, SAME RATE: ____
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ____
- RENEWAL, LESS SERVICE: ____

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ____
- LOCAL ONLY: ____
- PROPRIETARY: ____

NATIONAL ACCOUNT
- NEW YORK: ____
- DISTRICT: ____

OLD CONTRACT
- AUDITOR'S NUMBER: K - 1501
- DATE OF CONTRACT: 2-28-55
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 864.00
- DATE EFFECTIVE: 8-1-55
- SERVICE WITH: Above

PROPERTY DAMAGE: BUILDINGS ONLY $00; CONTENTS ONLY (STOCK AND DOUBLE LOSS) $00

SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ____

NUMBER OF CREDIT LETTERS ATTACHED: ____

PRESENT SUBSCRIBER PAID TO: 7/31/60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00			
12	55.00	660.00			
SUB-TOTAL		1045.00			
FIRE FACILITY COST $ ____			PLANT ESTIMATE (WHERE ACQUIRED FOR ADVANCE SERVICE CHARGE)		
FIRE FACILITY COST EXCESS OF 10%		NO FB			
TOTAL MINIMUM BASIC CHARGE		1045.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1250.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		*205.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS

* Due to Distance

ALSO ENTITLED TO COMMISSION CREDIT

L. Royce — SALES REPRESENTATIVE — 6/20/60 DATE

REMARKS: #15 plant visited (incl. 2 visits for 15 P.) 13 basic visits. 6/30/60 Recalculated, Extended.

CONTRACT EXECUTED BY: ____ DISTRICT SALES MANAGER — DATE ____

CONTRACT RECOMMENDED BY: W. W. Dahl — DISTRICT SALES MANAGER — 6-24-60 DATE

CONTRACT APPROVED BY: RHS 7-7-

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT

DATE RECEIVED BY CENTRAL DATA

DATE RECEIVED FROM GENERAL DATA

1924

CONTRACT DATA

K9441

SAWYER'S, INC.
8585 S. W. Highway 217
Progress, Oregon

CENTRAL STATION MAINTAINED FROM: Portland, Oregon
SYSTEM: SSWF 051
VOCATIONAL CODE NUMBER — DESCRIPTION: 351-A, Photo. Products

SERVICE
X
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
AUDITOR'S NUMBER
DATE OF CONTRACT
TERM OF CONTRACT
ANNUAL SERVICE CHARGE $
DATE EFFECTIVE
SERVICE WITH

PROPERTY VALUATION
BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY) 1,500,000.
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) 1,500,000.

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING A1
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL		ADVANCE		
FEE PER	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
350.00	350.00	16	134.00	2144.00
50.00	750.00			
	1100.00			
		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	1100.00	TOTAL MINIMUM BASIC CHARGE		2144.00
	1350.00	TOTAL AMOUNT SECURED		2600.00
	$250.00	DIFFERENCE (EXPLAIN BELOW)		$456.00

EXECUTIVE OFFICE USE

INSTALLED BY PLANT
DATE NOV 6 1962
BY [illegible]

Surveyed from plans. Firm price quoted. Additional units required.
Deletion in Clause 17 on contract due to fact subscriber installation to be completed and in operation by March 1,

L. A. Royce 12-18-59
SALES REPRESENTATIVE DATE

FAIL SAFE DEPT.
DEC 28 1959

DATE RECEIVED FROM GENERAL SALES MANAGER

APPROVED BY
DISTRICT MANAGER DATE

CONTRACT RECOMMENDED BY
[signature] 12-23-59
DIST. SALES MANAGER DATE

CONTRACT APPROVED BY
[signature] 1/6

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1922

In the United States District Court

ol. 2704]

Government Exhibit No. 200

San Francisco, Calif.

COMPETITION REPORT

REPORT NO. 21

DATE 10-20-59 CENTRAL STATION CITY San Francisco, Calif.

PROSPECT'S NAME BREIT & BORAGNO, INC.

PROSPECT'S ADDRESS 657 Mission Street, Rm. 402, S.F.

CLASS OF SERVICE BA-DW NO. OF UNITS 5

JOB LOST - JOB SECURED Yes

NAME OF COMPETITOR AMERICAN BURGLAR ALARM CO.

INSP. BY PLTF. DATE: APR 10 1961 BY: [illegible] 077287

ADT STANDARD CHARGES			
ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE	
$	358.00	$	215.00

ADT QUOTATION			
ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE	
$	240.00	$	126.00

COMPETITOR'S QUOTATION			
ANNUAL SERVICE CHARGE		ADVANCE SERVICE CHARGE	
$	204.00	$	125.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 1½

REMARKS

Competitor is very anxious to get a foothold in this building of wholesale jewelers whose association ceased providing watchman service at the end of last month. This is our sixth installation here and a number more are anticipated. The officers of this corporation were formerly with another subscriber in the building and preferred ADT provided our charges could approximate the competitor's.

NY ADT 5A3A
6/20/60
926

Jack W. Bergendahl
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

(Rev. 12/16)

Form 301 [illegible]

COMPETITION REPORT

REPORT NO. 25

DATE 7-13-60 CENTRAL STATION CITY San Francisco, Calif.

PROSPECT'S NAME J. H. FOLGER & CO.

PROSPECT'S ADDRESS 229 Littlefield Road, South San Francisco

CLASS OF SERVICE BA - SSWF NO. OF UNITS 22

JOB LOST - JOB SECURED X

NAME OF COMPETITOR AMERICAN BURGLAR ALARM - PACIFIC FIRE EXTINGUISHER

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,226.00	$ 1,535.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 892.00	$ 990.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 800.00	$ 750.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

REMARKS

This subscriber uses P.F.E.'s Reichel & A.B.A. at their headquarters in San Francisco. It was only after a great deal of effort that we were able to secure this business. There are plans to expand this building in the near future and it is hoped that we may be able to secure this business at basic rates or better.

INSP. ADOPTED
DATE APR 17 1962
BY 00502

S. E. Hoydal
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1924

[fol. 2706]

COMPETITION REPORT

REPORT NO. 28

DATE November 14,1958 CENTRAL STATION CITY San Francisco, California

PROSPECT'S NAME REDWOOD-NEWMAN CO.

PROSPECT'S ADDRESS El Camino Real, south of 28th Avenue, Hillsdale, San Mateo, California

CLASS OF SERVICE SWF NO. OF UNITS 8

JOB LOST JOB SECURED Y

NAME OF COMPETITOR Pacific Fire Extinguisher - American Burglar Alarm Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 675.90	$ 1,040.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 444.00	$ 598.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 420.00	$ 450.00 approx

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

REMARKS

Subscriber has ADT BA in San Francisco but also has Rachel from Pacific Fire Extinguisher at that location. Pacific Fire Extinguisher-American Burglar Alarm is tryin very hard to establish a stronger foothold in this expanding suburban and industrial development area. Treasurer of Redlick's favors ADT, however, and assisted with sufficiently approximating competitor's bid to gain approval of his President - for this and BA service.

INSP. BY [illegible]
DATE Apr 19 1960
BY [illegible]
06014

Jack W. Berrendahl
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

Form 391 (10-52)

COMPETITION REPORT

REPORT NO. 23

DATE 11-2-59 CENTRAL STATION CITY San Francisco, Calif.

PROSPECT'S NAME CLYDE J. SCHOENFELD & SON

PROSPECT'S ADDRESS 657 Mission Street, S.F.

CLASS OF SERVICE BA-DW NO. OF UNITS 6

JOB LOST - JOB SECURED Yes

NAME OF COMPETITOR AMERICAN BURGLAR ALARM CO.

INSP. BY PLTSC
DATE APR 1 1960
BY
07341

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 380.00	$ 258.00

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 254.00	$ 126.00

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 240.00	$ 110.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 2 hrs.

REMARKS

Competitor continues waging cost campaign to establish service for this and other wholesale jewelers in this building. This, however, is our seventh installation and a number of other active prospects should be secured as subscribers in near future.

N4 ADT SA 26A
6/21/60
Cabot

Jack W. Borgendahl
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[fol. 2708]

COMPETITION REPORT

REPORT NO. 122

DATE October 26, 1961 CENTRAL STATION CITY San Francisco

PROSPECT'S NAME Wadsworth Publishing Co.

PROSPECT'S ADDRESS 10 Davis Drive, Belmont, California

CLASS OF SERVICE SS/FA NO. OF UNITS 5

JOB LOST _____ JOB SECURED X

NAME OF COMPETITOR Pacific Fire Extinguisher Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$605.00	$675.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$432.00	$360.00	$432.00	$360.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED _____

REMARKS

Mr. Richard P. Ettinger, Jr. of the above company would not take ADT service for more than the amount secured. Mr. Ettinger is also chairman of the Board of Allyn-Baun Inc. of Belmont and he says that ADT will be getting the contract for SS/FA service there also in the near future.

APR 16 1962
BY
06506

Russell K. Townsend
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1927

29

CONTRACT DATA

6.11.73

WESTERN ASBESTOS CO.

210 Valley Drive, Crocker Industrial Park

Brigham, California

CENTRAL STATION MAINTAINED FROM: San Francisco, Calif.

SYSTEM: SSWF - 051

OCCUPATIONAL CODE NUMBER — DESCRIPTION: 4994 Warehouse

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: —
- LOCAL ONLY: —
- PROPRIETARY: —

NATIONAL ACCOUNT
- NEW YORK: —
- DISTRICT: —

OLD CONTRACT
- AUDITOR'S NUMBER: —
- DATE OF CONTRACT: —
- TERM OF CONTRACT: —
- ANNUAL SERVICE CHARGE: $ —
- DATE EFFECTIVE: —
- SERVICE WITH: —

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): $ —
- and $500,000.00
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): $ —

SPECIAL BILLING INSTRUCTIONS: When invoicing ADSC, please show Purchase Order No. 2995.

DUN AND BRADSTREET'S RATING: AA - 1

NUMBER OF CREDIT LETTERS ATTACHED: —

PRESENT SUBSCRIBER PAID TO: —

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
	385.00	385.00	11	135.00	1485.00
	55.00	550.00			
		935.00			
PLANT ESTIMATE (WORDS REQUIRED FOR ADVANCE SERVICE CHARGE)					
TOTAL MINIMUM BASIC CHARGE		935.00			1485.00
TOTAL AMOUNT SECURED		600.00			939.00
DIFFERENCE (EXPLAIN BELOW) *		335.00			546.00

* Sub-basic due to competitive action. See form 701 for complete detail.

EXECUTIVE OFFICE USE

INSP. BY BLCS
DATE MAY 9 1962
BY
NP0205

S. E. Hoydal — SALES REPRESENTATIVE — 6-9-61 DATE

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — JUN 1 4 1961

CONTRACT APPROVED BY

DATE RECEIVED BY — DISTRICT SALES MANAGER — DATE

DATE RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

10 plant units (each 3 units for 1 +61 vl device)
11 police units 2P3/9/61 vl Cancel adj. #163 attd

1928

[fol. 2710]

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 201
Seattle, Washington

CONTRACT DATA

SUBSCRIBER'S NAME: BOEING AIRPLANE COMPANY
STREET ADDRESS: 4735 East Marginal Way
CITY AND STATE: Seattle, Washington

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION	X	CENTRAL STATION	X	AUDITOR'S NUMBER	F-55137
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	6-16-53
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 yrs
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$
RENEWAL, INCREASED RATE		NATIONAL ACCOUNT		DATE EFFECTIVE	6-7-58
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICED WITH:	GDAC
[illegible] LESS SERVICE		DISTRICT			

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO 1-30-59

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	300.00	300.00	35	371.00	12,985.00
34	90.00	3060.00			
SUB-TOTAL		3360.00			
[illegible] FACILITY COST $		-	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
[illegible] FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		3360.00	TOTAL MINIMUM BASIC CHARGE		12,985.00
TOTAL AMOUNT SECURED		3360.00	TOTAL AMOUNT SECURED		15,695.68
DIFFERENCE (EXPLAIN BELOW)		--	DIFFERENCE (EXPLAIN BELOW)		+2,710.68

[illegible] over basic amount to apply to anticipated extra installation and maintenance costs. Please secure (6) Photostat copies of this order. Boeing Airplane Co. signed and returned the attached original [illegible] only, and must have this original returned to them. Therefore [illegible] secure (1) photostat copy for New York Executive office and return original and (5) photostat copies to this office for transmittal to Subscriber.

ENTITLED TO COMMISSION CREDIT
W.J. Dell

J.A. Marshall 5-12-59
SALES REPRESENTATIVE DATE

REMARKS

CONTRACT EXECUTED BY
[illegible] DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY
J.A. Marshall 5-13-59
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

[illegible] FACILITIES FROM EXECUTIVE OFFICE

DATE CONTRACT RECEIVED

DATE CONTRACT SENT TO DISTRICT

CENTRAL STATION CONNECTIONS
SYSTEM: Seattle, Washington
AFA 003
VOCATIONAL CODE NUMBER
481A Airplane M

PROPERTY VALUATION
BUILDINGS ONLY
CONTENTS ONLY

SPECIAL BILLING INSTRUCTIONS

EXECUTIVE OFFICE
RECEIVED MAY 1 1959
10494

Approved for Signature
[illegible]
Dept. Mgr.

DATE RECEIVED AT DISTRICT SALES OFFICE
MAY 15 1959

DATE RECEIVED FROM SENDING OFFICE

CONTRACT DATA

FORM 400 17-61

7735 East Marginal Way
Seattle, Washington

CENTRAL STATION MAINTAINED FROM: Seattle, Washington
SYSTEM: AFA MISC 0/1
VOCATIONAL CODE NUMBER — DESCRIPTION: 481 A airplane mfg.

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY X
NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT
ADDITION'S NUMBER 40353
DATE OF CONTRACT 10/15/59
TERM OF CONTRACT 5 years
ANNUAL SERVICE CHARGE $ 5875.00
DATE EFFECTIVE 11/1/59
SERVICE WITH Above

PROPERTY VALUATION
BUILDINGS ONLY (SPRINKLER SYSTEMS ONLY) unknown
CONTENTS ONLY (SPRINKLER AND SPECIAL ALARM SYSTEMS) unknown

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER, PAID TO 4/1/62

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	ANNUAL AMOUNT	NUMBER OF UNITS (ADVANCE)	PER UNIT (ADVANCE)	AMOUNT (ADVANCE)
27.00	2,403.00	89	100	8,900.00
	2,403.00			
		ESTIMATE (WHERE APPLIED FOR ADVANCE SERVICE CHARGE)		
	2,403.00	TOTAL MINIMUM BASIC CHARGE		8,900.00
	2,403.00	TOTAL AMOUNT SECURED		10,235.00
		DIFFERENCE (EXPLAIN BELOW)		#1,335.00

#Over-basic due to anticipated additional installation costs.

EXECUTIVE OFFICE USE

5 units misc. (1 Sprk. Det Comm) @ 135.00
Member Inc. W.C.F.U.
D-98448

INCP. CV PLTF.
DATE MAY 9 1962
BY
40418

SALES TO COMMISSION CREDIT
Marshall

W. J. Dahl — SALES REPRESENTATIVE — 4/2/62 DATE

Rec. 4-27-62

DATE RECEIVED BY GENERAL SALES MANAGER

DATE RECEIVED FROM GENERAL SALES MANAGER 1962

EXECUTED BY
DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY
W. J. Dahl — DISTRICT SALES MANAGER — 4/5/62 DATE

CONTRACT APPROVED BY

RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

[fol. 2712]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: FORD MOTOR COMPANY

STREET ADDRESS: 4141 Fourth Avenue South

CITY AND STATE: Seattle, Washington

CENTRAL STATION: Seattle, Washington

SYSTEM: BA 1M 021

VOCATIONAL CODE: 36-B Auto Parts

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: ___
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ___
- RENEWAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY
- NATIONAL ACCOUNT
  - NEW YORK: ___
  - DISTRICT: Detroit X

OLD CONTRACT
- AUDITOR'S NUMBER: Lr 53141 / B 46925
- DATE OF CONTRACT: 10-20-54
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 2039.70
- DATE EFFECTIVE: 3-16-55
- SERVICE WITH: above

PROPERTY VALUATION
- BUILDINGS ONLY (OTHER ALARMS COVERED HERE)
- CONTENTS ONLY (OTHER ALARMS COVERED HERE)

SPECIAL BILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER PAID TO: 2-1-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	270.00	270.00			
3½	12.50	425.00			
35	25.00	875.00			
extra M ts	51.00	204.00			

CONTRACT DATA

[illegible] COPPER WORKS
2500 East Marginal Way
Seattle, Washington

CENTRAL STATION MAINTAINED FROM: Seattle, Washington
SYSTEM: EA D1 021
OCCUPATIONAL CODE NUMBER — DESCRIPTION: 327A Copper Fabrication

SERVICE
CENTRAL STATION X
DIRECT-CONNECTED —
LOCAL ONLY —
PROPRIETARY

NATIONAL ACCOUNT
NEW YORK —
DISTRICT

OLD CONTRACT 333361 B705 48
AUDITOR'S NUMBER E571901
DATE OF CONTRACT 3-5-57
TERM OF CONTRACT 5 yrs
ANNUAL SERVICE CHARGE $ 953.00
DATE EFFECTIVE 5-1-57
SERVICE WITH: above

PROPERTY VALUATION
BUILDINGS ONLY (SINGLE ALARM SYSTEM ONLY) $ —
CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS) $ 50,000

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING —
NUMBER OF CREDIT LETTERS ATTACHED —
PRESENT SUBSCRIBER PAID TO 4-1-62

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL PER UNIT	AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
300.00	300.00			
24.00	360.00			
sch	56.00			
	716.00			
180.00	108.00	PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
	[illegible]	TOTAL MINIMUM BASIC CHARGE		
	1016.00	TOTAL AMOUNT SECURED		
	[illegible]	DIFFERENCE (EXPLAIN BELOW)		

[illegible] basic as [illegible] increase over existing rates was secured.
to become effective 5-1-62.

EXECUTIVE OFFICE USE

RECEIVED MAY 9 1962
BY
40390

J. F. Atchson 4-6-62
SALES REPRESENTATIVE DATE

DATE RECEIVED BY GENERAL SALES MANAGER
RECEIVED MAR 9
DATE RECEIVED FROM GENERAL SALES MANAGER

4-6-62
DATE

CONTRACT RECOMMENDED BY
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

U

1952

[fols. 2714-2716]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME [illegible]

STREET ADDRESS 4141 Fourth Avenue, South

CITY AND STATE Seattle, Washington

CENTRAL STATION NUMBER [illegible]

SYSTEM [illegible] 052

VOLUNTARY CODE NUMBER 36-[illegible]

PROPERTY VALUATION

BUILDINGS ONLY (FIRE GUARD SYSTEMS ONLY)

CONTENTS ONLY (SPECIAL HAZARD SYSTEMS ONLY)

SPECIAL BILLING INSTRUCTIONS

NEW CONTRACT		SERVICE		OLD CONTRACT	
NEW INSTALLATION		CENTRAL STATION	X	AUDITOR'S NUMBER	W 47153
NEW TENANT		DIRECT-CONNECTED		DATE OF CONTRACT	10-29-54
SUPPLEMENTAL		LOCAL ONLY		TERM OF CONTRACT	5 years
RENEWAL, SAME RATE		PROPRIETARY		ANNUAL SERVICE CHARGE	$1260.00
RENEWAL, INCREASED RATE	X	NATIONAL ACCOUNT		DATE EFFECTIVE	3-9-55
RENEWAL, ADDITIONAL SERVICE		NEW YORK		SERVICE WITH	above
RENEWAL, LESS SERVICE		DISTRICT	Detroit		

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING

NUMBER OF CREDIT LETTERS ATTACHED Annual Svc. Chg. $ 1260.00

PRESENT SUBSCRIBER PAID TO 2-2-60

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	350.00	350.00			
20	50.00	1000.00			
			Annual Svc. Chg. $ [illegible]		
Plant Count 15 Sales Count 21					
Including 4 Units For 1 Excess Pressure Pumps					
SUB-TOTAL		1350.00			
WIRE FACILITY COST $ —			PLANT ESTIMATE {WHERE REQUIRED FOR ADVANCE SERVICE CHARGE}		
WIRE FACILITY COST EXCESS OF 10%		—			
TOTAL MINIMUM BASIC CHARGE		1350.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		1530.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		180.00 #	DIFFERENCE (EXPLAIN BELOW)		

REMARKS # Priced by National Accounts.
Five (5) approved copies of contract to be returned to Detroit for transmittal to subscriber.
This is to become effective 3-1-60.

EXECUTIVE OFFICE

Work also [illegible]

[illegible] # 6126.0 Vic

[illegible] Ka

INSPECTED DATE [illegible] BY [illegible] 3045

ALSO ENTITLED TO COMMISSION CREDIT

J.A. Farmers

J.A. Marshall 12-10-59
SALES REPRESENTATIVE DATE

REMARKS

DATE RECEIVED AT EXECUTIVE OFFICE [illegible]

DATE RECEIVED FROM CENTRAL STATION [illegible]

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER DATE

CONTRACT RECOMMENDED BY

[illegible] 12-11-59
DISTRICT SALES MANAGER DATE

CONTRACT APPROVED BY

[illegible]

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT IN [illegible]

CONTRACT DATA

JAMES HENRY PACKING COMPANY

2025 Airport Way

Seattle 4, Washington

CENTRAL STATION MAINTAINED FROM: Seattle, Washington

SYSTEM: SS-F 051

VOCATIONAL CODE NUMBER — DESCRIPTION: 315A-Meat Packing House

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:

NATIONAL ACCOUNT
- NEW YORK:
- DISTRICT:

OLD CONTRACT
- AUDITOR'S NUMBER: V-43739
- DATE OF CONTRACT: 7-21-51
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $2810.00
- DATE EFFECTIVE: 8-1-53
- SERVICE WITH: Above

PROPERTY VALUATION
- BUILDINGS ONLY (FIRE ALARM SYSTEM ONLY): 500,000.
- CONTENTS ONLY (FIRE AND BURGLAR ALARM SYSTEMS): 385,000.

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING:

NUMBER OF CREDIT LETTERS ATTACHED:

PRESENT SUBSCRIBER PAID TO: 4-30-58

EXECUTIVE OFFICE USE

IMPR. BY PLT. DA MAY 9 1962 BY 40469

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
	315.00	315.00			
	48.00	1920.00			
Annual Service Charge		3091.00	2810.00	281.00	
		2235.00			
...ITY COST $	100.80		PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
...ITY COST EXCESS OF 10%		-			
...UM BASIC CHARGE		2235.00	TOTAL MINIMUM BASIC CHARGE		
...UNT SECURED		3091.00	TOTAL AMOUNT SECURED		
(EXPLAIN BELOW)		856.00	DIFFERENCE (EXPLAIN BELOW)		

Represents a 10% increase over previous Annual Service Charge

...ED TO COMMISSION CREDIT

Roy C. Skibo — SALES REPRESENTATIVE — 5-19-58 DATE

DATE RECEIVED BY GENERAL SALES MANAGER: MAY 21 1958

DATE RELEASED FROM GENERAL SALES MANAGER

...CEIVED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: W. J. Dahl — DISTRICT SALES MANAGER — 5-19-58 DATE

CONTRACT APPROVED BY

...RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT SALES MANAGER

1934

[fols. 2718-2719]

470

CONTRACT DATA

C84-6

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: PORT OF SEATTLE

STREET ADDRESS: 3200 Twenty-Sixth Avenue S.W.

CITY AND STATE: Seattle 6, Washington

Seattle, Washington

SYSTEM: WR-WISC 079

LOCATION OF CODE BOX: 492-C Dock Yards

NEW CONTRACT
- NEW INSTALLATION: ___
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: ___
- RENEWAL, INCREASED RATE: X
- RENEWAL, ADDITIONAL SERVICE: ___
- RENEWAL, LESS SERVICE: ___

SERVICES
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY: ___

NATIONAL ACCOUNT
- NEW YORK: ___
- DISTRICT: ___

OLD CONTRACT
- AUDITOR'S NUMBER: C-1529 · N-40763
- DATE OF CONTRACT: 9/2/55
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $ 594.25
- DATE EFFECTIVE: 3/1/55
- SERVICE WITH: above

PROPERTY VIOLATING
- BUILDINGS ONLY (SPACE ALONG SERVICE LINE)
- CONTENTS ONLY (SPACE AND BUILDING SAME OCCUPANCY)

SPECIAL DRILLING INSTRUCTIONS

CREDIT REFERENCES

DUN AND BRADSTREET'S RATING: ___

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER PAID TO: 10/1/60

EXECUTIVE OFFICE

INSP. CK. BY DATE BY 40508

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	$ 290.00	$ 290.00			
6	37.00	222.00			
SUB-TOTAL		512.00			
SPECIAL FACILITY COST $ ___			PLANT ESTIMATE { WORK DESIRED FOR ADVANCE SERVICE CHARGE }		
SPECIAL FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		512.00	TOTAL MINIMUM BASIC CHARGE		
TOTAL AMOUNT SECURED		650.00	TOTAL AMOUNT SECURED		
DIFFERENCE (EXPLAIN BELOW)		+138.00	DIFFERENCE (EXPLAIN BELOW)		

REMARKS: Approximate 10% increase was secured over rate previously paid. Previously two first unit charges were used and renewal reclassified and only one first unit charged. We are negotiating several renewals with Port of Seattle with sizable increases and it was felt best to increase AWSC at this location to maintain consistency.

Renewal to become effective 10-1-60

J.D.

ALSO ENTITLED TO COMMISSION CREDIT

W. J. Dahl — SALES REPRESENTATIVE — 9/9/60 DATE

DATE ASSIGNED BY CENTRAL DIST. OFFICE

DATE ASSIGNED FIELD OFFICE

REMARKS

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECORDED BY

W. J. Dahl — DISTRICT SALES MANAGER — 9/12/60 DATE

CONTRACT APPROVED BY

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DIST. OFFICE

1935

IN THE UNITED STATES DISTRICT COURT
GOVERNMENT EXHIBIT No. 202
St. Louis, Missouri

FORM 901 (3-39)

COMPETITION REPORT

REPORT NO. 439

DATE 5-11-59 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME Goldstein Shoe Co. (A Corp.)

PROSPECT'S ADDRESS 1112 Washington Avenue

CLASS OF SERVICE WA D.I NO. OF UNITS 9

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 37.25 per month	$ 396.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 37.50	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 21.50	$ 205.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 2

REMARKS

This subscriber is moving from a location where he now has A.D.T. Service. We were able to secure this job by waiving the Advance Service Charge plus the strength of our 3 years equity in contract a old location.

Plaintiff's Exhibit No. 202

APR 19 1962

J. M. O'Malley
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

2

1956

[fol. 2721]

COMPETITION REPORT

REPORT NO. 38

DATE March 24, 1958 CENTRAL STATION CITY St. Louis, Mo.

PROSPECT'S NAME Crown Jewelers, Inc.

PROSPECT'S ADDRESS 503 North Seventh Street

CLASS OF SERVICE BAD/ NO. OF UNITS 5

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 350.00	$ 220.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 350.00	$ None	$ 240.00	$ 175.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 5

REMARKS

We have service with this Subscriber at two other locations, and we secured contracts previously by waiving the advance service charge. We followed this same procedure in this case in submitting our proposal and were able to secure the agreement.

H (Adv Sales) 4-1-58 300

INSP. BY PLTF. DATE APR 19 1962 BY 07842

J. W. O'Malley
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

6

(Rel. 37321)

FORM 701 (6-58)

COMPETITION REPORT

REPORT NO. 836

DATE 8-16-61 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME Spartan Department Stores, A Division of Spartans Industries, Inc.

PROSPECT'S ADDRESS Halls Ferry and Highway 66

CLASS OF SERVICE BA & SSWF NO. OF UNITS BA 6 SSWF 7

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ BA 1428.	$ 2405.
SSWF 715.	945.
2143.	3350.

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 685.00	$ 793.00
465.00	307.00
1150.	1100.

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED

REMARKS

Subscriber inidcated that competitive prices were solicited from our competitors. Under these conditions, these prices were best that could be secured. The amount secured represents 48% of Annual service charge and 11% of advance service charge and was secured through E. A. Mercadante, New York.

Also see Report #786.

INSP. BY PLTF.
DATE APR 19 1962
BY
08146

J. S. McCane
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

10

1938

[fol. 2723]

COMPETITION REPORT

REPORT NO. # 181

DATE 6-7-56 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME Lowell Fleachery, Inc.

PROSPECT'S ADDRESS 7710 Polk Avn.

CLASS OF SERVICE SSVF, IP NO. OF UNITS 13

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR

INSP. BY Pet
DATE FOR 1
BY
03152

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 868.50	$ 1100.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 968.50	$ 807.00	$?	$?

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30

REMARKS

This prospect was assumed to be free and clear of all evil associations with our competitors and was quoted the high dollars of $1100.00 to install, and $1200.00 per annum. Much to my consternation in the midst of negotiations the prospect started to drop names like Potter Electric, Notifier, etc. We immediately "rerouted our wires", and lowered our quotation to prices shown above. It was decided not to lower our prices any further, because if Potter Electric was bidding on the job, and it was a question of price, even though we would cut our figures to the maximum allowed us by delegated authority, we would

(SEE REVERSE SIDE)

RECEIVED
JUN 11
EXEC. SALES DEPT

J. W. O'MALLEY
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

15

[Vol. 2724]

(continued)

still be 30% to 50% higher.

At the final conference with this prospect, Subscriber stated, with a certain amount of levity that he had investigated the proposals of other companies offering similar services but that our prices were so much higher than theirs that their services couldn't be any good.

It has not been positively ascertained that such was the case but if so I would like to point out that these sentiments are rare and admirable indeed.

1940

[fol. 2725]

COMPETITION REPORT

REPORT NO. 591

DATE 7-14-60 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME H. Geislinger

PROSPECT'S ADDRESS Room 622 - Arcade Bldg., 812 Olive Street

CLASS OF SERVICE BA IW NO. OF UNITS 5

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 396.00	$ 231.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 336.00	$ None	$ 258.00	$ 104.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 1

REMARKS

This firm has been a Subscriber of ours for a good many years. They are moving to above location, and in keeping with the current vogue, they called our competitor in after we had a quoted W.P.P. It was necessary that we reduce the charges as shown above in order to secure the job.

INSP. BY PLT:
DATE APR 17 1960
BY

J. M. O'Malley
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

25

[Ad. 2726]

FORM 701 12-581

COMPETITION REPORT

REPORT NO. 442

DATE 5-20-59 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME Lincoln Market

PROSPECT'S ADDRESS 4149 Easton Avenue

CLASS OF SERVICE BA DJ NO. OF UNITS 11

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 490.00	$ 495.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 396.80	$ 297.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 312.00	$ 251.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 7 hours

REMARKS

Subject company has been an A.D.T. Subscriber for many years and due to the City Land Clearance Program, they are corneled to move. They wanted to buy our competitor's service, but were reluctant knowing they had over two years, to run with the old contract.

APR 19 1962

J. S. McCane
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1942

[fol. 2727]

COMPETITION REPORT

REPORT NO. 707

DATE 11-12-58 CENTRAL STATION CITY St. Louis, Missouri

PROSPECT'S NAME Dan's Super Markets, A Division of ACF-Wrigley Stores, Inc.

PROSPECT'S ADDRESS 6600 Page Avenue, St. Louis, Missouri

CLASS OF SERVICE SS&F NO. OF UNITS 17

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1,083.00	$ 2,210.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 450.00	$ 1,105.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 450.00	$ 1,065.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 12 hours

REMARKS

It was necessary to reduce our annual and advance service charge in order to secure agreement for SS&F service as we were in competition with Potter Electric Co. We were successfull in securing a contract for Burglar Alarm Service at this location 1-11-55, after our prices were lowered to compare favorably with our Competitors. However, we find it necessary to reduce our advance and annual service charges more drastically when in competition for SS&F service than PA Service as our competitor's rates shown above are standard charges for installations of this size.

INCP. BY PLATES
DATE APR 13 1959
BY U7893

C. W. Lovett
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

43

1943

[fol. 272a]

Form 701 (10-

COMPETITION REPORT

REPORT NO. 359

DATE August 5, 1958 CENTRAL STATION CITY St. Louis, Mo.

PROSPECT'S NAME Superior Dress Company

PROSPECT'S ADDRESS 1111 Washington Ave., 2nd Floor

CLASS OF SERVICE BA Dd NO. OF UNITS 9

JOB LOST JOB SECURED Yes

NAME OF COMPETITOR Potter Electric Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 430.00	$ 462.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 430.00	$ None

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

This present subscriber is moving from one floor to another. We had a renewal that came up last yearand almost lost it to Potter Electric, we had to reduce our rate. When we learned that this Subscriber was moving we approached him about service at this new location. Subscriber stated that we could submit a proposal but that it would probably be a waste of time on our part as our prices were so much higher than Potter's. After offering this subscriber a free installation at his new location he agreed to sign our contract.

P1403514403 5-13-60 8:00

INCP. BY PLTF. DATE APR 19 1962 BY (illegible)

J. M. O'Malley
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

47

1944

Vols. 2729-2730]

CONTRACT DATA

LOCATION OF SYSTEM

SUBSCRIBER'S NAME: Leonson Corrugated Box Co.

STREET ADDRESS: 2000 Gratiot Street

CITY AND STATE: St. Louis, Missouri

CENTRAL STATION SYSTEM: St. Louis, Missouri
SS&WF 051
VOCATIONAL CODE NUMBER: 2 2 Mfg. Corrug

NEW CONTRACT
- NEW INSTALLATION: X
- NEW TENANT: ___
- SUPPLEMENTAL: ___
- RENEWAL, SAME RATE: ___
- RENEWAL, INCREASED RATE: ___
- RENEWAL, ADDITIONAL SERVICES: ___
- RENEWAL, LESS SERVICE: ___

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED: ___
- LOCAL ONLY: ___
- PROPRIETARY: ___
- AUXILIARY ACCOUNT: ___
- NEW YORK DISTRICT: ___

OLD CONTRACT
- AUDITOR'S NUMBER: ___
- DATE OF CONTRACT: ___
- TERM OF CONTRACT: ___
- ANNUAL SERVICE CHARGE $: ___
- DATE EFFECTIVE: ___
- SERVICE WITH: ___

PROPERTY VALUATION
- BUILDINGS ONLY (INSIDE ALARM SYSTEM ONLY): 1%
- CONTENTS ONLY (INSIDE AND OUTSIDE ALARM SYSTEMS): 1%

SPECIAL BILLING INSTRUCTIONS:

CREDIT REFERENCES: Manchester Bank of St. Louis

DUN AND BRADSTREET'S RATING: X

NUMBER OF CREDIT LETTERS ATTACHED: ___

PRESENT SUBSCRIBER, PAID TO: ___

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

ANNUAL			ADVANCE		
NUMBER OF UNITS	PER UNIT	AMOUNT	NUMBER OF UNITS	PER UNIT	AMOUNT
1	385.00	385.00	16	135.00	2160.00
15	55.00	825.00			
SUB-TOTAL		1210.00			
LARGE FACILITY CC IN $ ___			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
SPECIAL FACILITY COST EXCESS OF 10%					
TOTAL MINIMUM BASIC CHARGE		1210.00	TOTAL MINIMUM BASIC CHARGE		2160.00
TOTAL AMOUNT SECURED		665.50	TOTAL AMOUNT SECURED		1188.00
DIFFERENCE (EXPLAIN BELOW)		544.50	DIFFERENCE (EXPLAIN BELOW)		972.00

REMARKS

Secured 55% of MBR on both annual and advance service charges.
See Competition Report #787 covering SS&WF and AFA services.
SUBSCRIBER TO BE FURNISHED PHOTOSTAT COPY OF APPROVED AGREEMENT.

EXECUTIVE OFFICE

INSPECTED
DATE MAY 5 1961
BY
39306

ALSO ENTITLED TO COMMISSION CREDIT

F. W. Jaeckel — SALES REPRESENTATIVE — 6-8-61 DATE

DATE RECEIVED BY GENERAL SALES MANAGER: RECEIVED

REMARKS

DATE RECEIVED FROM GENERAL SALES MANAGER

CONTRACT EXECUTED BY

DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY

DISTRICT SALES MANAGER — JUN 8 1961 DATE

CONTRACT APPROVED BY

RS. 6-16.

CONTRACT RECEIVED FROM EXECUTIVE OFFICE

DATE CONTRACT RELEASED

DATE CONTRACT SENT TO DISTRICT OFFICE

65

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 203

Washington, D. C.

[Ed. 2731]

Form 701 [illegible]

COMPETITION REPORT

REPORT NO. _____

DATE March 25, 1957 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME AERO SERVICE CORPORATION

PROSPECT'S ADDRESS 610 Montgomery Street, Alexandria, Virginia

CLASS OF SERVICE PATH 021 NO. OF UNITS 8

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Federal Engineering Co.

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 550.00	$ 352.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 440.00	$ 212.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 250.00	$ 300.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 3

REMARKS

It is recommended that the acceptance of this business is in the best interest of our Company. Federal Engineering made many inroads in Virginia during the time A.D.T. was not able to cross the state line. During the past year we have been able to get many jobs away from Federal and have been trying not to let this competitor make any further inroads into the territory of Virginia. We are now able to put a block up against this competitor. In view of this very important reason, I recommend this contract be accepted. This contract is based on 60 - 60 competitive basis.

DISP APR 19 '62
DATE
BY
04959
2

H.W. Christ
H.W. Christ SPECIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1946

[fol. 2732]

COMPETITION REPORT

REPORT NO. ____

DATE August 27, 1957 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME AKERS OLDSMOBILE-CADILLAC COMPANY

PROSPECT'S ADDRESS 1525 Kenwood Avenue - Fairlington Shopping Center, Alexandria, Virginia

CLASS OF SERVICE BAIM, BA-NIMO, AFA NO. OF UNITS 10h, h0, 6

JOB LOST ____ JOB SECURED YES

NAME OF COMPETITOR FEDERAL ENGINEERING COMPANY

ADT STANDARD CHARGES	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1085.00	$ 10,199.13

ADT QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 3268.00	$ 6299.48 amortized

COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ $2100.00	$ 3000.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 15 hours

REMARKS

It is recommend that the contract be accepted as written. The circumstances in quoting this job was highly competitive as can be noted from above figures. This job was quoted 60-80 - This job was sold as "Bait" for two additional locations at higher revenue.

MY ADT WA SIC
6/20/60
TJB

E. B. Hall, COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

[Ed. 2733]

FORM 701-(9-60)

COMPETITION REPORT

REPORT NO. ____

DATE February 3, 1960 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME BARGAIN CITY, USA

PROSPECT'S ADDRESS 3125 Richmond Highway Hybla Valley Shopping Center - Hybla Valley, Virginia

CLASS OF SERVICE SSUF NO. OF UNITS 12

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR FEDERAL ENGINEERING COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 990.00	$ 1620.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 648.00	$ 889.80

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 648.00	$ 895.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4

REMARKS

This contract secured in competition with Federal Engineering Company. Prices secured by Mr. W. E. Lew in accordance with instructions of District Sales Manager E. J. Geisler. This firm has built nine (9) giant shopping centers in the Middle Atlantic states and their plans call for a total of 40. The Hybla Valley location is the first to be sprinklered and Federal Engineering was very serious for the job as there will be several others in the Washington Metropolitan Area. Special Representative May has sold their home office on the broad use of ADT Service but we had to meet Federal's price in order to obtain this first location.

INSP. BY PLTF
DATE APR 17 1962
BY 00005

4

Arnold C. Hemmerth
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1948

[fol. 2734]

COMPETITION REPORT (P)

REPORT NO. ____

DATE 4-26-56 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME Julius Garfinckel and Co., Incorporated

PROSPECT'S ADDRESS Seven Corners Shopping Center, Fairfax County, Virginia

CLASS OF SERVICE BA-CKT 022 NO. OF UNITS 38

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR Federal Engineering Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1051.00	$ 2280.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1051.00	$ 1520.00	$ 675.00	$ 1140.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 20

REMARKS

It is recommended that the acceptance of this business is in the best interest of our Company for several reasons. Firstly, Garfinckel is a present Subscriber at three locations, and we do not want Federal Engineering to make any inroads upon them. Secondly, such accounts as Woodward & Lothrop, Frank Jelleff, Bond Clothes and Franklin Simon will have stores in this shopping center representing a potential annual service charge of $5500.00 which we hope to secure.

INSP. BY PLTF.
DATE APR 10 1956
BY [illegible] 03227

Herbert W. Christ
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

12 (B)

1949

Form 301 (10-

[illegible 2235]

COMPETITION REPORT

REPORT NO. ____

DATE June 28, 1956 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME KASS REALTY CORPORATION

PROSPECT'S ADDRESS Seven Corners Shopping Center, Fairfax County, Virginia

CLASS OF SERVICE BSMF - 051 NO. OF UNITS 40

JOB LOST Yes JOB SECURED ____

NAME OF COMPETITOR Federal Engineering Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2563.50	$ 3716.00

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1850.00	$ 1850.00

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 895.00	$ 1900.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 150

REMARKS

SEE ATTACHED ADDENDA.

Received JUL 16 1956

By 03235

Herbert V. Christ
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

13

1950

[fol. 2736]

KASS REALTY CORPORATION
Seven Corners Shopping Center
Fairfax County, Virginia

This shopping center when completed will be one of the largest in this area with a building evaluation of over $15,000,000.00. Naturally a project of this proportion created keen interest among the finest businesses in the District most of whom are A. D. T. Subscribers.

In July, 1955, I first started to work on this location. My approach was to Julius Garfinckel and Company and Woodward & Lothrop the two most important tenants, and Kass-Berger, Inc., the builder and owner. Through these contacts I worked with Associated Factory Mutuals, and Klockhon, Cobb and McDavid, the Mechanical Engineering Consultants. With invaluable assistance from Mr. Leonard Hardesty, Plant Foreman, conduit and wiring runs were laid out and approved.

The Burglar Alarm Systems were negotiated separately, and we secured a contract from Julius Garfinckel and Company at standard rates with the able assistance of Mr. T. P. Russell.

The Sprinkler System as finally approved created a condition that could be best described as a Multiple Occupancy, which meant that we had to deal with three parties. Julius Garfinckel and Company, held out to the very last for A. D. T., but Woodward & Lothrop and Kass-Berger, Inc. finally manuvered Julius Garfinckel and Company into accepting the Federal Engineering Company contract.

I am enclosing a copy of my original proposal, and a copy of my revised proposal to illustrate the problems confronting us, and the subsequent revisions to try to cope with these problems.

As early as April 25, 1956, Woodward & Lothrop and Kass-Berger, Inc. were willing to sign the Federal Engineering Company contract. Mr. Snider of Julius Garfinckel and Company informed me of this, and I was able to arrange a conference with the interested parties to assure them that both Federal and A. D. T. were bidding ON THE SAME THING. The result of this conference was that a set of specifications were agreed upon and both companies were requested to re-submit

14

With this new development, we had a conference with Mr. Baisley, and [illegible]. Dalley via telephone, and submitted our revised proposal May 10, 1956. [illegible] Friday, Mr. Snider informed me that they had agreed to go along on the contract with Federal Engineering Company.

INSP. BY
DATE 12 8 1952
BY

The strategy used by Federal Engineering Company is a merchandising [illegible] commonly employed today, and usually referred to as "Lost Leader" selling. Jack Brosnan was willing to take a gamble and quote prices so low as [illegible] guarantee that he would get the SSW7 contract. He then hoped to use this [illegible] factor to secure business from the other tenants; and thinking of the [illegible] center as one job, come out with a reasonably profitable picture.

This is substanticiated by an experiance I had yesterday with [illegible]. Joseph R. Harris, a subscriber to both A. D. T. and Federal Engineering [illegible]pany. Mr. Harris is leasing a store in the shopping center and requested that we give him a proposal. Mr. T. P. Russell and I gave our presentation to Mr. Harris. He pulled out Federal's proposal, and by reading upside-down saw their quotation of $210.00 installation and $240.00 Annual Service Charge. This is about 40 percent higher than Federal's usual quote for a job of this size.

We have a wonderful opportunity to break the handle off in Federal. To come out of this without losing money they need business from the other tenants. As of this date we have contracts for Burglar Alarm Service from the following [illegible]ments.

	Advance Service Charge	Annual Service Charge
Julius Garfinckel & Co.	1520.00	1051.00
Bond Stores, Inc.	252.00	280.00
Joseph R. Harris	244.00	244.00
Franklin Simon - pending	780.00	628.00
Frank R. Jelleff SSW7 & Bi (½ block away)	2280.00	1731.60

If you have any questions or would like more details on any phase of this report, I will be very happy to oblige.

15 H. W. Christ

[fol. 2738]

COMPETITION REPORT

REPORT NO. ____

DATE Jun[illegible] 1956 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME RALEIGH HABERDASHER, INC.

PROSPECT'S ADDRESS Wisconsin and Western Avenues, Chevy Chase, Maryland

CLASS OF SERVICE WF NO. OF UNITS 2

JOB LOST No JOB SECURED Yes

NAME OF COMPETITOR Federal Engineering Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 310.00	$ 220.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 308.00	$ NONE	$ 308.00	$ NONE

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 4 Hours

REMARKS

Raleigh Haberdasher opened the above location and contracted for AUT BA (Effective 4-20-56). An executive of this company desired WF to be added at this time. He succeeded over the wishes of others in the company(including the controller who signed the WF contract) in contracting for this additional service. It was decided that the job would be competitive to obtain the lowest possible price for an accredited "approved" system.

Federal Engineering was brought into the picture this way.

After negotiations Federal made a firm bid of $308.00 annually with

Richard F. Vidal
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

V APT WA IIA 6-20-60 DN

INSP. BY PLT'F. DATE APR 18 1962 BY [illegible] 03229

31

[Feb. 2739-2740]

Remarks (Continued)

no advance. This was much lower than ADT and was designed to gain the confidence of the Raleigh people so that Federal could bid on existing locations and on another location in preliminary stages at present.

This Subscriber is presently under contract at all locations for the following services at the stated Annual Service Charge.

Auditor's Numbers+	Annual Service Charge
B-29471	$ 770.00
B-29472	2293.40
V-46874	730.40
V-46531	160.00
F-13737	365.00
C-2058	294.75
P-50768	478.00
Total Annual Service Charge ----------	$5091.55

I felt it would definitely be in the interest of ADT to keep our competitor out of this good account. Infiltration has not been and never will be healthy for ADT and would probably result in considerable lost revenue when the above contract came up for renewal.

I respectfully request acceptance of this contract as written.

COPY BY PLAIN
DATE APR 18 1962
BY
03230

1954

[fol. 2741]

COMPETITION REPORT

REPORT NO. ____

DATE March 4, 1957 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME S. KANN SONS COMPANY

PROSPECT'S ADDRESS 3401 North Fairfax Drive, Arlington, Virginia

CLASS OF SERVICE BATW & SSWF NO. OF UNITS 47 & 15

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR FEDERAL ENGINEERING COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2245.00	$ 4051.00

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 2288.00	$ 2236.00 amortized	$ 1500.00	$ 2000.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ____

REMARKS

We have been trying to secure a contract from this valued Subscriber at this location since 1953. Invariably as negotiations were opened from time to time, the main stumbling block was a competitive SS&F System installed by Federal Engineering Co. when we were not permitted to cross state lines.
I was given authority to quote 50% of standard on the SS&F portion of our contract in order to facilitate the replacing of the competitive system with an ADT System.
This Subscriber had no complaints about the service being rendered by Federal and invited them to bid on the Watchman Elimination portion which we initiated. This Subscriber has our service at various locations at standard rates, and in view of Subscriber desire for our service and our excellent relations with him, we recommend this contract be accepted as written.

INVESTIGATED BY PLTF.
DATE APR 19 1962
BY
Jr 04956

H. W. Christ
SPECIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

1555

Form 701 (3-58)

COMPETITION REPORT

REPORT NO. _____

DATE 9-26-60 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME The May Department Stores Company T/A The Hecht Company

PROSPECT'S ADDRESS Southeast Corner Seventh and F Streets, N. W., Washington, D. C.

CLASS OF SERVICE BA-SSWF - WBNWT NO. OF UNITS 7-10h-18

JOB LOST _____ JOB SECURED Yes

NAME OF COMPETITOR Federal Engineering Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 7404.00	$ None

ADT QUOTATION		COMPETITOR'S QUOTATION	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
5926.00	$ —	$ 3700.00 **	$ 10,000 *

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 30 Hours

Subscriber read to us from Federal's proposal. We did not see figures.

REMARKS

We have been endeavoring for five years to renew and later to resell this contract. When negotiations were reopened this year, Federal Engineering was called upon to supply a competitive bid as shown above. We had previously lost two jobs with this company to Federal Engineering earlier this year in Parkington, Virginia, and Marlowe Hgts, Md. on which competition reports have been made.

O&M remarks: I personally called on Comptroller Conrad Jacobs with Sales Rep. His position was simply that he would not pay ADT any substantial premium. Total for this location [illegible] and 9 Street and [illegible] locations they were previously.

INDEXED
DATE APR 17 1961
BY
006444

D. J. Fitzpatrick
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

39

[fol. 2743]

COMPETITION REPORT

REPORT NO. ____

DATE 1-9-57 CENTRAL STATION CITY Washington, D. C.

PROSPECT'S NAME TIMBER ENGINEERING COMPANY, INC.

PROSPECT'S ADDRESS 4812 Minnesota Avenue, N. E., Washington, D. C.

CLASS OF SERVICE BA NO. OF UNITS 52

JOB LOST X JOB SECURED ____

NAME OF COMPETITOR FEDERAL ENGINEERING COMPANY

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 1217.00	$ 2080.00

APR 19 62

Jm 04054

ADT QUOTATION		COMPETITOR'S QUOTATION (Approx	
ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE	ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 973.60	$ 1248.00	$ BA 650.70 SSWF 300.00	$ BA 1360.00 SSWF 330.00

ADT Standard ASC for SSWF lost $513.00

APPROXIMATE SALES PRODUCTION HOURS CONSUMED 8

REMARKS

In October 1956 I made a call at the request of Timber Engineering to survey for BA Service. This request was instigated by one of the Government Agencies for a pre-requisite for classified work. My proposal was made on a 60 - 80 competitive basis since I was informed that the Government required more than one bid for the service. Throughout November I kept in touch with the Sub. and made repeated attempts in "closing" this subject job. Sometime in November it came to my attention that the subject building would be up for renewal in January 57. I therefore submitted a packaged deal including the renewal on the Sprinkler Service. In the early part of December, I was referred to Mr. R. H. Gloss, Sec-Tres. and their Chief Structural Engineer, in regards to future negotiations of my proposal. Mr. Gloss informed me that Federal Eng. was biding on the subject job and that I would be notified shortly of the decision of the company. On the 17th of December I again contacted Mr. Gloss this time by telephone for information on the matter and I was informed that the decision was in favor of Federal Engineering. I attempted to salvage the

Richard H. Tidd
Richard H. Tidd
COMMERCIAL REPRESENTATIVE

COMMERCIAL SUPERINTENDENT

cc: K. O'Leary
D. Smith

44

[illegible 2744]

Sprinkler Supervisory Service in the obvious ways, such as calling to his attention the expense of A.D.T. incurred to the removal of the service and offerred to them the opportunity of accepting and saving by effecting a price reduction. I asked Mr. Gloss if a contract had been actually signed with Federal for the service in discussion and he informed me that they had. He also informed me that there was no possibility of re-negotiating. I asked Mr. Gloss for the Federal Engineering quotation and the above prices are as he stated the approximate amounts of that quotation. Since it would indeed appear that our "goose is cooked" I decided that A.D.T. attitude should be one of gracious cooperation and offerred to assist Federal Engineering with their installation by coordinating the discontinuance and construction. Although such Sprinkler Supervisory service is lost, we still retain AFA Service at another location of this company here in Washington. The attitude of gracious cooperation may assist us in retaining that service. However, it is my personal opinion that since it is presently 50 - 60 percent of our standard ASC, I feel that this location too will be taken by Federal two years from now at the time of renewal if not sooner.

RECEIVED
JAN 10 [illegible]

1958
[fol. 2745]

COMPETITION REPORT

REPORT NO. ____

DATE September 13, 1960 CENTRAL STATION CITY Washington, D.C.

PROSPECT'S NAME WOODWARD & LOTHROP, INC.

PROSPECT'S ADDRESS 7201 Wisconsin Avenue, Bethesda, Maryland

CLASS OF SERVICE SSWF & BA NO. OF UNITS ____

JOB LOST ____ JOB SECURED Yes

NAME OF COMPETITOR Federal Engineering Company

ADT STANDARD CHARGES

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$1,243.00	$

ADT QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ 897.50	$

COMPETITOR'S QUOTATION

ANNUAL SERVICE CHARGE	ADVANCE SERVICE CHARGE
$ —	$

APPROXIMATE SALES PRODUCTION HOURS CONSUMED ____

REMARKS

Federal Engineering Company has service with Subscriber at two other locations. Rather than risk of Federal Engineering Company being asked to submit a quotation on the above renewal, we gave it to Subscriber at a 25% increase.

INSP. BY PLTG. DATE APR 19 1961 BY

D. J. Fitzpatrick
SALES REPRESENTATIVE

DISTRICT SALES MANAGER

1959

CONTRACT DATA

EMERSON RADIO AND PHONOGRAPH CORPORATION, EMERSON RADIO SALES DIV., DIVISION
1140 East-West Highway
Silver Spring, Maryland

CENTRAL STATION MAINTAINED FROM: Washington, D. C.
SYSTEM: MA-CIT 022
VOCATIONAL CODE NUMBER — DESCRIPTION: 139-A Researc

SERVICE
- CENTRAL STATION: X
- DIRECT-CONNECTED:
- LOCAL ONLY:
- PROPRIETARY:
- NATIONAL ACCOUNT:
- NEW YORK DISTRICT:

FAC CONTRACT
- AUDITOR'S NUMBER: R-63460
- DATE OF CONTRACT: 10-16-56
- TERM OF CONTRACT: 5 years
- ANNUAL SERVICE CHARGE: $1214.00
- DATE EFFECTIVE: 9-1-58
- SERVICE WITH: Above

PROPERTY VALUATION
- BUILDINGS ONLY (SPOKE ALARM SYSTEM ONLY): $
- CONTENTS ONLY (SPOKE AND BURGLAR ALARM SYSTEMS): $

SPECIAL BILLING INSTRUCTIONS

DUN AND BRADSTREET'S RATING
NUMBER OF CREDIT LETTERS ATTACHED
PRESENT SUBSCRIBER PAID TO

COMPUTATION OF MINIMUM BASIC SERVICE CHARGES

	ANNUAL PER UNIT	ANNUAL AMOUNT	ADVANCE NUMBER OF UNITS	ADVANCE PER UNIT	ADVANCE AMOUNT
		270.00			
6]	20.00	1800.00	93	66.00	6138.00
ister	20.00	40.00			
n Con					
to	48.00	96.00			
		2206.00			
UALITY COST @			PLANT ESTIMATE (WHERE REQUIRED FOR ADVANCE SERVICE CHARGE)		
UALITY COST EXCESS OF 10%					
MINIMUM BASIC CHARGE	91 X6	2206.00	TOTAL MINIMUM BASIC CHARGE		6138.00
AMOUNT SECURED		1214.00	TOTAL AMOUNT SECURED		3050.00
DIFFERENCE (EXPLAIN BELOW)	*	992.00	DIFFERENCE (EXPLAIN BELOW)	*	3088.00

EXECUTIVE OFFICE USE

MAY 1 1962

41752

Work completed - Approval recommended J. H. Conway 5/24/59

* Deficit - Subscriber uses Federal Engineering Service at one ...n at a low rate and is extremely price conscious. We were not ...sful in our effort to obtain more money for the additional units ...lled. This agreement supersedes agreement dated 10-16-56 at the ...ate and is in compliance with Form 407 dated 9-24-58.
...e Service Charge - Completion / Sold by Sales Repr. Vidal no charge
...l Service Charge - Annually / in commission or production credit.

ENTITLED TO COMMISSION CREDIT: [illegible] 1-7-59
SALES REPRESENTATIVE — DATE

DATE RECEIVED BY GENERAL SALES MANAGER: JAN 27 1959

DATE RECEIVED FROM GENERAL SALES MANAGER

Return approved copy of contract to Mr. Samuel Kamens, ...ting Officer, Emerson Radio and Phonograph Corp., 1140 East-...Highway, Silver Spring, Md. Subscriber requested three (3) ...s of approved contract.

CONTRACT EXECUTED BY — DISTRICT SALES MANAGER — DATE

CONTRACT RECOMMENDED BY: E. J. Conway JAN 26 1959
DISTRICT SALES MANAGER — DATE

CONTRACT APPROVED BY: A. Schmidt 1/28
DATE CONTRACT SENT TO DISTRICT SALES MANAGER

CONTRACT RECEIVED FROM EXECUTIVE OFFICE: 4/27 WA 4-2 4/28/59 376

DATE CONTRACT RELEASED

1960

[fol. 2748] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 206

Report on General Sales Meeting

New York Athletic Club
New York, N. Y.
April 6, 7 and 8, 1955

In Attendance:

Mr. A. E. Smith	Mr. W. J. Doyle
Mr. J. J. Stephens	Mr. W. K. Francis
Mr. A. W. Sullivan	Mr. D. R. Hall
Mr. E. O. Betscher	Mr. E. J. Heisley
Mr. Ray Brechbill	Mr. E. J. Kaiser
Mr. J. B. Bodley	Mr. L. J. O'Brien
Mr. J. J. Caffrey	Mr. W. D. Simpson
Mr. C. L. Chafee	Mr. L. B. Straus
Mr. W. J. Dahl	Mr. E. Turnbull
Mr. L. M. DeSchane	Mr. R. T. Warner
Mr. W. W. Dooley	Mr. King Young

Mr. T. I. Young

In Occasional Attendance;

Mr. E. F. Gaston	Mr. E. Beck
Mr. J. A. MacDonald	Mr. R. M. Bugbee
Mr. John Hannon	Mr. F. J. Concannon
Mr. C. G. Eicker	Mr. W. C. Diekroger
Mr. W. F. Hable	Mr. A. N. Gaston
Mr. W. J. Kleinknecht	Mr. R. K. Hyde
Mr. M. H. A. Lindsay	Mr. J. O. Maxey
Mr. R. Y. AtLee	Mr. H. B. Schultz

Mr. G. J. Simon

[fol. 2749] April 6, Forenoon Session

1. Report and discussion of Sales Department accomplishments and aims, 1954—1955: Mr. A. E. Smith, Vice President.

Mr. Smith opened the session by calling attention to the three main purposes of the meeting: (1) to develop the exchange of information; (2) to engender inspiration; (3) to enhance social contacts and close relations within the department and with other departments.

He then said he had given to each District Sales Manager, strictly for his own information, a confidential record of each salesman's production and income, listing the men in the order of production accomplishments. In addition, each manager was provided with a recap form 741, Sales Department Production and Cost Report, showing by districts the figures for the year 1954, with separate district recaps showing each salesman's figures, and a gray folder, containing forms 838 and 678, showing production figures for the year 1954 and the first two months of 1955.

Mr. Smith then referred to the 1954 accomplishments of ADT sales representatives, as reflected by the figures in the gray folder and called attention to the fact that new AnSC for 1954 totaled $3,458,612 against $3,005,879 for 1953. Mr. Smith noted that 1954 increases totaled $829,823 against $827,269 in 1953; that *total* new AnSC was $4,288,435 as opposed to $3,833,148 for 1953; that discontinuances were $2,004,535 against $1,649,125 for 1953.

Mr. Smith said that although discontinuances for 1954 were estimated at $1,800,000, the actual exceeded the estimate by approximately $200,000. He remarked that what caused him the greatest concern was the increase of $355,000 over 1953—approximately 20%. He then said that net change in AnSC is the real measure of progress in this business; that the quota for 1954 was $2,300,000, and that $2,283,900 was secured. Mr. Smith termed this an excellent performance, which evidenced that the quota was realistic.

He then said that the Production Record provided a complete picture of sales performance for the whole country; that separate recap forms gave the breakdown by systems, that all of the figures were very interesting, and that each District Sales Manager should study them and compare the accomplishments of his district with those of the other districts.

Mr. Smith then referred to the district forms 741, which show the production of each man in each district, and the cost of securing new business. He pointed out that twice

yearly each sales manager received one of these reports for careful study. He commented on the system-wise recap and pointed out that sales representatives' total 1954 cost of securing the business was 13.3%. Chicago led the field with a total cost of production of 10.6%; New York district was second with 10.9%; Houston was third with 11.2%; St. Louis and Washington tied with 12.2%; Cleveland was sixth with 12.3%; San Francisco was seventh with 13.5%; Minneapolis was eighth with 13.9%; Boston was ninth with 14%; Atlanta was tenth with 14.3%; Detroit was eleventh with 15.1%. The total production cost for the whole system last year was .9% less than 1953.

Mr. Smith discussed the accomplishments and importance of the National Accounts, both New York and district. National Accounts comprised 1/7 of the new Fire Alarm Annual Service Charges, 1/12 of the new Burglar Alarm Annual Service Charges, and 9% of the total increased Annual Service Charges.

[fol. 2750] Discussing the confidential record of sales representatives' and manager-salesmen's production, he stated that the 1954 system average for sales representatives was $23,809 in Annual Charges, and that the 1954 system average for manager-salesmen was $10,259, both approximately the same as last year. He suggested that each sales manager make a careful comparison between districts and individuals to learn what each representative had accomplished and why certain men produced more of one type of business than others.

Mr. Smith then said we had a system average of 136 men for 1954, and that: (1) the top one-third (45 men) averaged $38,880 in Annual Charges—$15,000 over the system average—and produced 54% of the business; (2) the second one-third (45 men) averaged $22,707 in Annual Charges—$1,100 under the system average—and produced 31.6% of the business; (3) the top two-thirds wrote 85.6% of the business; (4) the bottom one-third were mostly new men; (5) these figures show who is doing the business and what can be accomplished.

Mr. Smith next referred to the average yearly earnings of ADT salesmen, pointing out that in 1954 the first 35 men averaged $10,154, the second 35 averaged $7,695, the next 34 averaged $6,287, and the last 32—the new men—

averaged $3,921. These figures favorably compare with the average annual earnings of $6,100 for all salesmen, furnished by the Sales Executive Club, and with the average earnings of Holmes' and Automatic Fire Alarm Companies' salesmen—comparable businesses.

Annual Charges have more than doubled in the past nine years—from $14,000,000 in 1946 to $31,500,000 at the end of 1954. Mr. Smith said that this was a commendable accomplishment, and that the goal for the next ten years should be at least at the same ratio.

Brief mention of achievements in 1954 followed: salesmen's incentive bonus system was established; number of salesmen was increased to 145; simplified procedures for processing contracts became effective; authority to execute contracts was delegated to the District Sales Managers; organization for obtaining Government business was greatly improved, resulting in increased Central Station sales; Sears' business exceeded the one-million dollar mark; the Sacramento, Calif., Central Station was opened and we expanded the scope of our operations; Direct-Connected and Local Alarm business was expanded and extended to new fields.

Mr. Smith then outlined our 1955 aims, stating that major factors in any company's growth are economic planning, good financing, careful budgeting and forecasting, and close coordination between all departments. The principal aims: (1) attain our 1955 quota, again set at $2,300,000 net increase in Annual Service Charges; (2) have qualified and sufficient manpower, properly trained and supervised—the plan is to add 15 salesmen; (3) increase the manpower handling Government business, and intensify our efforts to obtain more of it; (4) push the Diversification and Expansion program, which includes market research; (5) expand and improve public relations to aid sales; (6) continue the study of sales compensation and incentive plans, the prime motivation of every sales department.

Mr. Smith then compared sales accomplishments for the *first two months* of 1955 against those of the same period in 1954. New AnSC was $585,257, versus $498,183 in 1954, a gain of $87,074. Increases on renewals totaled $199,069, versus $158,137 in 1954, a gain of $40,932. The adverse effect of a big rise in discontinuances ($385,029 in 1955

versus $260,028 in 1954) reduced net gain for the first two months of 1955 to $3,005 over the same period in 1954.
[fol. 2751] The new chart of organization of the Sales Department was then distributed with an attachment outlining the functions of each unit. Mr. Smith emphasized that each department has full authority to handle its assignments, reporting to the President in Mr. Smith's absence. He explained that delegation of authority is necessary for the future growth and prosperity of the Sales Department, explaining that responsibility thus being divided permits greater efficiency and mobility. As the business increases, so must the organization, Mr. Smith said.

2. Report and discussion of Company accomplishments and aims, 1954-1955: Mr. J. A. MacDonald, First Vice President.

Mr. MacDonald commented that a good many events had occurred since last year's meeting, and that he always has had a keen and continuing interest in the work of the Sales Department. He expressed his faith and confidence in the capable organization headed by Mr. Smith. In the interest of good management, Mr. MacDonald explained it was necessary for him to disassociate himself from direct participation in the management of the Sales Department so that he might devote his full energy to the pressing problems of the other branches of the Company. Mr. MacDonald referred to his recent trip throughout the system, and commented on how beneficial that tour had been to him.

He then said his part of the program was to present a brief review of ADT accomplishments in 1954 and our aims for 1955. He suggested a joint review of ADT's 1954 annual fiscal report—of which all present had received copies—and commended Mr. King Young and his people for their splendid presentation.

Mr. MacDonald's first comment related to Financial Highlights. He cited the following: (1) 1954 revenues increased $3,788,000 over 1953; (2) 1954 expenses increased $3,812,000; (3) net income before Federal taxes consequently was $23,952 less than last year; (4) Federal taxes likewise declined by $696,000; (5) the result—we completed the year with an improvement in net earnings, after taxes, of $672,000; (6) compared to 1953, 1954 net income was

greater, principally due to a Government ruling permitting a one-time tax-benefit deduction in 1953 with respect to vacation expense.

Mr. MacDonald's next comments related to Revenue. He said that it took the better part of the year to get a Federal tax ruling of infinite tax benefit to ADT and Grinnell. Under it, for the first time, ADT financial reports reflect the gross revenues from all sources instead of only ADT's share of certain sales; Grinnell's reduced participation in certain contracts is now charged to expense, and the net remains the same.

Mr. MacDonald next read the section pertaining to Expenses. He explained that while the ratios of normal operating expenditures were generally reduced, the savings were offset by new Government rulings permitting changes in accounting practices, thereby increasing charges against income and reducing taxable income and taxes. Taxes were reduced $696,000. The changes resulting from the new Government rulings improved the financial standing of the Company. They permitted the retention of more money in the business which becomes available for expansion purposes.

The Financial Position was Mr. MacDonald's next topic, and he called attention to the favorable position of the Company as reflected by the figures contained in that section. [fol. 2752] This was followed by a reading of the section captioned 1954 Activities. The report indicates that during the past year, a new central station was opened at Sacramento, California; that sale of service commenced in Atlantic City; that additional guard stations were established to meet demand to expand Central Station Service areas; that we closed central stations at Kansas City, Kans., Covington, Ky., and Superior, Wisc., and consolidated their operations with nearby central stations, to effect operating economies.

Mr. MacDonald said that, in addition to the foregoing, we had purchased the property and business of the Crown Burglar Alarm Company of Pasadena, Calif., and converted most Crown local alarm systems to Central Station Service. We have in mind similar changes for 1955, he said. A new central station will be opened at Rock Island, Ill. Our Moline and Davenport central stations will be closed, and

thereafter these cities will be served by the Rock Island central station. He remarked that an innovation accompanies this consolidation because, for the first time, ADT will own its central station quarters. This policy will be continued wherever possible and advantageous.

Mr. MacDonald stated that, in the interest of better service, our guard forces were reallocated at certain central stations, and reallocation of guards at other central stations is under study.

Mr. MacDonald now read the Personnel section of the fiscal report. He asked those present to contrast the 1954 personnel increase of five employees with the fact that we are presently serving 2000 additional subscribers, probably at wider reaches from the central stations. Mr. MacDonald said these figures represented better planning and increased production on the part of every employee; otherwise, our most encouraging progress could not have been accomplished.

Mr. MacDonald, after reading the Outlook section, said that Mr. Gaston's report to ADT share owners breathes confidence, reflects splendid accomplishments in the year past, and augurs well for the future.

Mr. MacDonald then proceeded to comment on some of the items appearing in the Consolidated Balance Sheet. He said the entry showing $1,500,000 in cash at the close of 1954 represents the minimum amount necessary to maintain adequate working balances in the many banks that handle our accounts. He then stated that while this figure is $500,000 less than last year, we had increased our investments in Government securities by $900,000. Such investments are as liquid as cash, immediately available for use in the business when needed.

Mr. MacDonald then gave the main reasons for other smaller changes in asset items, between 1954 and 1953, and complimented Mr. Kleinknecht for his control of inventories.

He then gave the reasons for the changes in the Liabilities and Capital items and pointed out that our long-term obligations had decreased by $1,100,000. He said that $900,000 of this amount represented a yearly payment to AFP to eliminate its participation in the Sprinkler Supervisory and Automatic Fire Alarm business. The difference of

$200,000 represents the amount we paid off on a bank loan made about ten years ago and almost liquidated.

[fol. 2753] Revenue billed and collected in advance increased $2,000,000, resulting from expanded sales as reflected in both Annual and Advance Service Charges. The increase in surplus of $1,745,000 represents the difference between what we earned in 1954 and the amount paid as dividends.

With respect to the Consolidated Statement of Income, Mr. MacDonald said that revenues increased $3,900,000 in 1954, which is more than we are accustomed to find in one year. About $1,400,000 of this amount was due to reflecting, for the first time, gross Sprinkler Supervisory and Automatic Fire Alarm revenues instead of showing only the ADT share as heretofore. He explained that our increased obligations under contracts for Sprinkler Supervisory Service substantially accounted for most of the increase of $2,900,000 in operating costs. He commented that the other increases reflected the growth of the business and increased wages.

Mr. MacDonald then said that he would like to pay very special tribute to each department for its accomplishments.

Mr. MacDonald further stated that the increase in surplus of $1,745,000 reflected in The Consolidated Statement of Earnings Retained in the Business had been covered previously.

Mr. MacDonald then told the meeting: that ADT's income for 1954 was the highest on record, and that it would have been even higher if we had not managed to keep taxes low; that 1954 was, in a way, a financial crossroads for ADT, and that it had been successfully crossed; that the future looks very bright; that Grinnell's participation in Sprinkler Supervisory business will progressively decline over the years and ADT's income thus will proportionately increase; that Management had every confidence that 1955 would be a better year for ADT than 1954, and that 1955 budgets were planned accordingly. Our aim is to improve net earnings without impairment of service facilities or working conditions.

In conclusion, Mr. MacDonald referred to the new Chart of Organization for Sales and Related Activities. He em-

phasized the willingness of Mr. Smith and his staff to aid the field in every possible way.

3. Discussion of rate schedules and unit count; Mr. J. A. MacDonald, First Vice President, Mr. C. G. Eicker, Controller, participating: Mr. J. J. Stephens.

Mr. Stephens opened the discussion by stating that a preliminary consideration of units would most probably be best. He stated that an unofficial unit count list, prepared by the Budgets and Methods Department, had been sent to all sales managers for comment.

Of the comment received, the consensus was that the differences between Plant and Sales Department unit counts create unnecessary confusion in the field. Mr. Stephens commented that possibly the differences might more easily be accommodated by revision of rates rather than by revision of units which, after all, are a matter of historical record, and are used everywhere. Mr. Stephens pointed out that Plant unit count has always been considered the official Company unit count, and that to adopt a Sales unit count might conceivably result in even greater confusion, particularly in the need for changing literally thousands of records in the field and at the Executive Offices.

[fol. 2754] Mr. MacDonald remarked that the current study of unit count was initiated only to arrive at an accurate statement of presently approved methods of counting units, and that reconciliation of Plant and Sales count must be a later consideration.

Mr. Eicker asserted that it would be a great convenience to sales representatives, bookkeepers, and Plant personnel, if we could arrive at a standard list of units. He stated that the list which has recently been compiled was the result of research into hundreds of circulars, supplements, letters, informal notes—many of them contradictory. The present goal, he said, is to produce a list which is accurate today, and then to make intensive studies to arrive at a better method of counting units.

It was agreed by all that such a list would be helpful to the Sales Department, and that it should be released as soon as practicable. Further study of the whole problem of units was promised by Mr. MacDonald.

Mr. Eicker then discussed his analysis of the test of the square-foot area basis of counting AFA units, and stated that there seemed to be little need of continuing the test.

Study shows, he said, that there have been only minor discrepancies between Plant and Sales Departments as far as open-area type buildings are concerned, but that differences have been more marked with reference to multiple-enclosure-type structures. Mr. Eicker remarked that although it appears that Sales Department square-foot measurements of open-area buildings may be feasible for pricing purposes, the test indicates that Plant Department estimates of multiple-enclosure buildings will still be necessary.

Mr. Stephens pointed out that President Gaston feels that a clear-cut definition of what constitutes an open-area versus a multiple-enclosure type of building must be established before further steps can be taken to inaugurate the square-foot basis of estimating. Discontinuance of the test will be announced in the near future, Mr. Stephens declared, and evaluation of the test will continue. Until definite conclusions are reached, AFA unit calculations shall continue to be made on a circuit basis by the Plant Department, in compliance with prevailing instructions.

At this point Mr. Smith emphasized the fact that what actually must be done is to translate our costs on the average AFA installation into a square-foot basis of pricing AFA. Control of the salesmen's accuracy in applying a square-foot formula will be strictly up to the sales manager, Mr. Smith stated, and certainly our salesmen have the intelligence to measure accurately and completely. "We are selling protection, not devices," he remarked. "I see no reason why our salesmen should not be able to survey an AFA job, leaving it to the judgment of the Plant Department to install whatever system physical conditions call for." Mr. Smith summed up by stating that the Company is interested in furthering the sale of AFA Service, which our records show is one of the most profitable services we offer. Mr. Smith indicated his hope that further study of the problem will result in the adoption of a more convenient method of pricing AFA.

In a general discussion of Burglar Alarm units, Mr. Heisley pointed out that the unit count sheet sent out for

comment listed only units for face plate and chest door, but not the baffle plate, on Night Depository Protection.

[fol. 2755] Mr. Stephens stated that this point would be covered in a revision of the unit count list.

In response to a question by Mr. DeSchane, Mr. Stephens stated that it is still necessary to list an excess pressure pump on renewal SS&WFA contracts, when that equipment is installed, even though it is not included in the annual service charge.

Mr. Stephens mentioned the point that difficulty has been reported in securing revenue for two units in the case of the Type 406 waterflow dectector-transmitter, particularly with the Federal Government. Messrs. Heisley and Kaiser stated that in Government service sales, objection to the two-unit basis for the 406 has been encountered. Both recommended that consideration be given to the possibility of counting the 406 as one unit for Government sales, in the interest of increasing our sales of service and maintenance contracts to the Government. Mr. Betscher agreed also that such a situation was unhealthy from a sales viewpoint. He pointed out that four risers and one transmitter will do the job ordinarily, resulting in a five-unit Sales Department contract. But with the installation of the 406, the salesman must secure an Annual Service Charge based on eight units. Mr. Stephens then suggested that study will be given to this problem with the view of mitigating inequities.

Mr. Stephens discussed the question of subscriber installation of conduit and wire, and the advantages that accrue to ADT when this is done. He pointed out that one instance had been recorded during 1954 in which the salesman received full commission on what the Advance Service Charge would have been had ADT installed conduit and wire, although the subscriber relieved us of that work. This course of action was eminently fair, Mr. Stephens contended, for the Company was saved the work of the installation, yet the salesman was not penalized. He asked if our policy in this regard—that is, the salesman will be paid full commission on the amount that ADT would charge for installation of conduit and wire, even though the subscriber is induced to perform the work, and the charge is not included in Advance Service Charge—was fully under-

stood. The general response was that full benefit from this policy would not be realized until formal announcement is made.

Mr. MacDonald pointed out that it is almost impossible to arrive at an average figure covering the percentage of the Advance Charge embracing the installation of conduit and wire, and that each job would have to be judged on its merits.

Mr. Smith pointed out that we are not primarily concerned with this matter of having conduit and wire installed by the subscriber in the average sale. The emphasis should be laid, he said, on union-labor installations where we might run into trouble if ADT were to install conduit and wire.

Mr. Francis stated—and there was general agreement by the managers on the point—that in his district the general practice has been to have the subscriber install electrical devices plus conduit and wire only in cases of new building. In those instances, his men attempt to have that part of the ADT installation included in the electrical contract. When that type of job comes on the market for bids, Mr. Francis secures from the Plant Department an estimate covering the devices to be installed by others, plus ADT supervisory labor only, and furnish those data to the electrical contractor. After the job has been bid, the contractor issues an order to ADT for the devices and supervisory labor. Later, we secure the Central Station contract. Conduit and wire costs are never broken down for the subscriber.

[fol. 2756] April 6, Afternoon Session

4. Sales Production: Mr. L. J. O'Brien.

Mr. O'Brien opened his discussion by stating that in 1937, total ADT revenues stood at approximately $8,500,000. At the close of business in 1954, the revenues were $33,000,000, with a prognostication of $36,000,000 for the end of 1955. That looks like excellent progress, Mr. O'Brien commented, and was due to many things, including talented sales work, contract adjustments with other companies, accretions of other companies, increased rates, and other elements.

The past shows rapid growth, but let's look now to the

future, Mr. O'Brien said. We might well adopt the slogan used by the General Electric Company—"Progress is our most important product." He pointed out that it is traditional in any aggressive business to measure the market, decide what part of that market to seek, and then actively to solicit sales. In other words, the bedrock of any forward-looking sales organization must be market research.

For many reasons, we have never had an organized market research program, although sporadic efforts have been made from time to time. Mr. O'Brien observed that during 1954 he himself devoted a considerable amount of time attempting to determine our exact market and the degree to which we have penetrated it. After some eleven weeks of research, city by city, Mr. O'Brien completed five districts. As far as that broad analysis went, he added, the investigations proved valuable.

Even a casual look at the ADT market indicates that more and more of our prospective customers are locating their plants and stores in suburban areas. What *is* certain, said Mr. O'Brien, is that we have a vast potential, and that we have tapped, at a maximum, only 20% of our market. This represents the sum of all surveys we have made in the past.

ADT is 80-odd years old, and now doing $33,000,000 worth of business a year. When it is 100 years old, it will reach $100,000,000 a year, Mr. O'Brien asserted. It can't help it, because this is a burgeoning business, he declared. This presents to all of us a challenge, which we must always bear in mind.

Personnel: selection, training and development—It may be stated as a matter of firm policy, Mr. O'Brien declared, that selecting, training and developing salesmen are established functions of the district sales manager, subject, of course, to Mr. Smith's control. Managing personnel is a very important function, because it has been found that a good trainer of men can increase the production attainments of a company about 10% a year. This function is even more important when one considers that a great deal of the new blood that has come into ADT in recent years has come in through the Sales Department.

Mr. O'Brien said that each sales manager had, over the years, developed individual hiring and training standards

habits. Probably there is a composite ADT salesman, despite the different methods of hiring and training men. In the last decade, the records show the ADT sales force has increased 150%—from 66 men to 162 men. About one-third of the present sales force comes from within the company. The average age of the sales representative is 42, and the average tenure is 12½ years with the Company.

[fol. 2757] The criterion for hiring men is a simple one, he said. We want men with *run*. Mr. O'Brien then asked for comments on specific sources from which various sales managers have drawn their men. Mr. Doyle stated that he had depended largely on college placement bureaus and employment agencies. Mr. Chafee explained that he has used the classified columns of the Christian Science *Monitor* to advantage, because that newspaper has wide circulation among a highly intelligent class of readers. Mr. Bodley said that he has come to realize, thanks to the suggestion of former Commercial Superintendent E. B. White at the 1954 Sales Meeting, that agencies which specialize in technical sales personnel are an excellent employment pool.

Mr. Heisley declared that he has been attempting to secure his trainees from depressed areas, where there is little opportunity for talented young men. Such towns as Knoxville, Tenn., he said, which contain many men who realize that they must leave their home town if they are to become successful, constitute fine sources.

Mr. Turnbull suggested that one of the best possible places to find ADT salesmen was right within the Company, especially in Plant and Operating Departments. Mr. Betscher agreed, and said that he dislikes very much to employ an outsider when there are hundreds of ADT employees, many of whom can contribute much as salesmen because of extensive product knowledge and general ADT know-how. It was generally agreed that ADT is undoubtedly the best single source of salesmen. Mr. Smith pointed out that, at the present time, there are 51 men in the Sales Department who have transferred from other departments.

Mr. Smith announced that the board of directors is vitally interested in a strong, qualified, hard-hitting ADT sales force, and that authority has been given him to employ an additional 15 men during 1955. Attrition of our sales force

approximates 10% a year, and it is necessary to keep the level of our sales force high enough to compensate for this continuing loss.

One of the basic needs of the Sales Department, apparent for some time, stated Mr. O'Brien, is a means of educating sales trainees, with no product knowledge, in the technical and operating aspects of the business. To that end, Mr. Hable has devoted a considerable amount of time to developing a standardized plan which could be used to effect this type of training. A copy of Mr. Hable's proposed training program was given to each sales manager for study and recommendations.

Territorial Division—Our avowed policy regarding territorial expansion and revision is fundamental, and known to all, Mr. O'Brien remarked. "There is no intention or desire to injure the long-term, veteran salesman in his earnings. The guiding principle in determining sales territories is to recognize that, in the final analysis, sales volume is more a matter of manpower than territorial buying power. The volume depends on the number of potential buyers that the sales organization can solicit. We must recognize that sales territories never stand still and are subject to continuously changing factors." It has been proved beyond a shadow of a doubt, Mr. O'Brien pointed out, that concentrated selling techniques in compact territories produce higher earnings for a salesman and better profits for his company than can incomplete coverage of large territories. Case histories on our Sales Department record books prove that this philosophy of territorial allocation is more than idle theory, Mr. O'Brien said. Management is interested in dividing territories only when such division [copy illegible] be of net benefit to the Company and will not penalize the salesmen concerned, he said, and plans are now being formulated to help district sales managers attain this end.

[fol. 2758] *Compensation; sales representatives*—Mr. O'Brien announced that soon after the meeting, a new Salesman's Compensation Plan would be sent to all district sales managers. He explained that the plan would be a consolidation and codification of previous plans, which will set up standard titles and terminology, define general areas

of action under each of the titles, and establish high and low limits of compensation.

He emphasized that the plan should not be considered as the ultimate, and that it would be subject to further study and refinement.

Quota System—With respect to incentive compensation for salesmen, Mr. O'Brien pointed out that in 1954, a new quota system was established, which contemplated that each salesman could compete for cash bonus awards. Some 65 men were eligible for bonus payments at the close of 1954 business.

That plan received very careful study, he said, and certain inequities were discovered to exist. But, despite some disadvantages, the plan was a beginning point. Study is still progressing, so that as soon as possible we can inaugurate a plan that will be of the *greatest* advantage to the salesmen and to the Company. However, the present plan will be continued in its present form at least through 1955.

To spark the current plan, the One-Hundred Percent Club will be formalized this year. It will have a set of twelve officers. The top man in each district—selected on the basis of performance to net quota—will be elected an officer of the Club. All twelve officers and their wives will be brought to New York early in 1956, to spend a week. This trip will allow these quota-breakers to meet the top people at the Executive Offices, to see the inner workings of the various staffs, and of course to see the bright lights of New York.

It is expected that this plan will help to dignify the position of the ADT sales representative. All sales representatives assigned to a territory for at least one year will be eligible. The top producer in the sales force will be inducted as President of the Club, the next three men will be Vice Presidents, and the next two men will be Secretary and Treasurer. To qualify for one of the six top positions, a salesman must have a quota of more than $16,000, the current system average. The remaining six men will be elected Directors of the Club, and each must have a quota of at least $10,000. Formalized rules will be announced to the sales force at the district sales meetings that will follow the General Sales Meeting, Mr. O'Brien said.

The new One-Hundred Percent plan can only be adminis-

tered with the enthusiastic reception and support of the entire sales force. When Mr. O'Brien solicited the reaction of those present, all remarked that it represented a great step forward, and should be warmly received by the salesmen. It was agreed that such personal recognition of accomplishment would probably be an excellent spur to sales production.

Mr. O'Brien pointed out that it must be borne in mind that this plan is only a first step, that it does not necessarily mean that after the first year changes in its whole conception cannot be established. He stated that only experience will indicate its value and its weaknesses.

[fol. 2759] *Sales Control*—A survey of our district sales managers, who based their answers on the advice of their men, showed that the average ADT salesman spends less than one-seventh of his time before a buyer. Dartnell, in one of its many sales publishings points out, "even before the war the average salesman spent less than two hours a day in face-to-face selling." The remainder was spent in (1) traveling; (2) waiting to see buyers; and (3) in other nonproductive work.

A large national firm made an analysis of its salesmen's time. It found that a salesman had: approximately 8,700 hours a year at his disposal; 5,110 hours are spent for sleep, meals, recreation; 1,040 hours, Saturdays and Sundays, are nonproductive; 210 holiday and vacation hours are lost to the man; 100 hours are wasted during idle days; 920 hours are lost because of the 6-hour-day idea; 460 hours are spent between calls, traveling and waiting; 920 hours are actually spent with the buyer.

What a tremendous challenge this presents to any salesman, or organization, Mr. O'Brien said. It is as simple as this: In this company when a salesman receives a territory, he is, in effect, going into business for himself. He receives a base salary, but the bulk of his earnings come from commissions, and the latter are only earned by appearing before the buyer.

5. New Contract Procedure; General Circular No. 41: Mr. John Hannon, Mr. T. I. Young, Discussion Leaders.

Mr. Hannon commented that up to the time of the meeting he and Mr. T. I. Young had visited ten of the sales districts, explained the new procedures, and planned to cover the other two districts soon after the meeting.

The new procedures are a departure from what we have used before. Sales managers have been given more authority, and authority formerly retained in New York has been decentralized.

The principal aims of the new procedures are: to speed the return of contracts to the subscriber, aid the Plant Department in getting installations made so that revenue can be placed on the books, and to streamline our operations as far as paper handling is concerned. Paper work is important to an organization that proposes to increase total revenues to $36,000,000 worth of business within the year, Mr. Hannon emphasized.

The only way that the 400 procedure can be put into effect so that it achieves what was intended is through cooperation between all departments concerned. For the first time, said Mr. Hannon, the field has been provided with a complete set of instructions on how to handle all kinds of papers, beginning with the contract and culminating in the completed job. Everyone, by reading the instructions, can know exactly what his function is in the whole procedure.

With rare exceptions, the procedures are designed to obviate the need for Plant Department estimates, freeing Plant people for their primary task of installing and maintaining what has been sold.

[fol. 2760] The whole program seems to have been well received, stated Mr. Hannon, and the few questionable points that have arisen from time to time appear to have been clarified satisfactorily. Probably some refinements will have to be made in the instructions, but for the most part they seem to be well designed. Only experience will tell us what important changes, if any, are desirable. He pointed out that in individual districts, certain changes in the procedures will be, or have been, necessitated by local conditions.

Improper preparation of the various forms has been one

of the stumbling blocks encountered. It is hoped that experience will correct most of these deficiencies. All papers must be checked before release to New York, Mr. Hannon stressed. Dependence can no longer be placed on the practice of sending papers on to the Executive Offices, knowing that minor corrections will be made there. Our staff at New York has been cut back so that budgetary limitations can be met, and it just cannot cope with improper field preparation of forms.

Since his return from the field, Mr. Hannon explained, 70% of the papers handled were signed by district sales managers, and 30% were referred to New York for various reasons. Some of the papers returned to the field represented cases where adherence to delegated authority was bypassed. In certain cases, increases obtained on renewals were less than the prescribed percentages contained in Commercial Instructions No. 1. Some contracts within delegated authority were received in New York unsigned; some forms 400 did not bear the district sales managers' signatures, which means that they had to be returned. Returning papers to the field means that a tremendous amount of time is lost in duplication of handling.

Unapproved changes on contract forms have been made in some cases, Mr. Hannon reported, entailing return of such contracts to the field, or conferences with our Law Department to determine the legality of the changes. If a subscriber insists on changes in the printed contract, Mr. Hannon requested that the suggested changes be sent to New York before execution of the contract at the field level. In that way, double handling of papers will be avoided.

Various forms of cancellation clauses, not included in Commercial Circular No. 8, have been used. Any clause which deviates from accepted standards must be approved by our lawyers before a contract can be accepted. Since our lawyers would be called upon to defend us in damage suits, it follows that they should be given the opportunity of reviewing nonstandard clauses, so that the language used will stand up in court, allowing us to avoid legal losses. Past experience proves that we *can* be sued successfully when improper contract clauses impede our lawyers in their representations to a jury.

In connection with contracts, Mr. Hannon reminded the

sales managers that use of the long form 830 has been discontinued, and he requested that all existing copies be destroyed.

We have had some comments from district sales managers about "competitive deals," where fast approval of a contract sometimes means that a job can be sold despite aggressive competition. Complaint has been made that limited delegated authority makes such immediate contract approval in the field impossible in certain instances, resulting in loss of business, and entrenchment of competitors. Mr. Hannon said that, of course, the Company does not want the 400 procedure to affect adversely our sales pro- [fol. 2761] duction, and that considerable thought was being devoted to this particular phase.

Some complaint has also been made concerning delay in return of papers from the Executive Offices. Mr. Hannon stated that clerical routines in New York will be refined as much as possible to speed up the flow of papers through the various stages of approval. Henceforth, as papers are received, they will be divided into two parts: those that have been approved by district sales managers will be put to one side; those that require Executive Offices approval will be processed immediately, so that contracts can be returned to the district offices more quickly.

He pointed out that slight delay in processing contracts and supporting forms is inevitable, because it takes between three and five working days to complete the job. One of the reasons for delay, too, is that a flood of contracts reaches New York at the end of the business month. On the last business day of March, 350 contracts were received, which, of course, meant that expeditious handling was physically impossible. He urged that papers be sent to New York as soon as they are cleared at the district office, rather than sending in a large quantity collected over a period of days.

Another point which has never been settled definitely concerns the charge that should be made to a direct-connected subscriber for headquarters receiving equipment. It always has been an unwritten policy, Mr. Hannon reminded the sales managers, that we try to secure from the subscriber—or to divide among several subscribers—the total cost of installing the equipment, or at least a major portion of that cost. Estimates of the cost should always be ob-

tained from the Plant Department. Arrangements should be made with the Plant Department to determine, prior to a sale in a direct-connected territory, approximate headquarters costs. Supporting forms should state clearly the disposition of headquarters costs, showing exactly how they have been divided if more than one subscriber participates.

There has been some controversy over instructions covering 401 and 408 procedures for moving equipment. Although new instructions on the use of form 277 are soon to be issued, the easiest solution appears to be this: where changes are made affecting the contract, forms 401 and 408 are required; where the contract is not affected, form 524 is required, except where the amount involved is beyond the limits of form 524, when a form 277 must be used.

Mr. Hannon then asked the sales managers to see that salesmen furnish subscribers with as many copies of contracts as will be needed, so that expensive photostatic copies will not need to be made, either locally or at the Executive Offices.

To ask the Plant Department for an estimate on a "tough" job, where the salesman does not think he can secure established average advance services charges, is contrary to the whole philosophy that goes into the establishment of standard unit charges, Mr. Hannon asserted. Although that practice may afford temporary relief in a particular negotiation, eventually it will affect the whole scale of averages, forcing the unit prices upward.

One way that the Sales Department can help the Plant Department is for the sales representative to advise the [fol. 2762] Plant representative to advise the Plant Department on form 401 of the number of feet to be covered by each photoelectric beam.

At this point, Mr. Hannon turned the discussion over to the leadership of Mr. T. I. Young, who reiterated the point that careful field preparation of contracts and supporting forms is *expected*. The same diligence and care that is evidenced in the Secretary's office in New York must be followed in district sales offices. The district sales manager, with his new delegated authority, has been appointed the guardian of the Company's interests in the field. If the sales manager makes a slip, and a contract is signed, the Company is completely committed. For this reason,

careful study of that delegated authority is vital, as is the responsibility of staying within it. The last check on each contract approved in the field *must* be made by the sales manager.

In closing, Mr. Hannon—seconded by Mr. Young—stated that he wished to compliment the field on the splendid way in which all had cooperated in putting the new procedures into effect.

In the discussion that followed, Mr. Heisley suggested that it would be helpful if a standard rate for average headquarters receiving equipment installations could be made part of the published rate schedule. Mr. Hannon replied that such a plan is under consideration.

Mr. Young pointed out that the responsibility of handling temporary discontinuances under the instructions was squarely up to the district sales manager. He reminded all present that the procedure calls for automatic Plant Department dismantl"ment of the equipment after 90 days, unless supplemental forms are issued extending the temporary discontinuance for an additional 90 days.

In answer to a question by Mr. Young, there was universal agreement that the procedures outlined under General Circular No. 41 are the best that have ever been issued, and that they are considered to be extremely helpful to the general prosecution of the system sales effort.

[fol. 2763] April 7, Forenoon Session

6. Policies respecting sale of Ultrasonic Burglar Alarm Service and 4020 Vibrating Contacts: Mr. R. Y. AtLee, Discussion Leader.

Mr. AtLee stated that Vice President Smith had invited him to attend the meeting to discuss matters of Company policy relating to Ultrasonic Burglar Alarm Service, and the 4020 vibrating burglar alarm contact.

Ultrasonic Burglar Alarm Service

Mr. AtLee then gave a brief history of the development of the Ultrasonic System as it relates to ADT:

1935-1940—ADT Engineering Department investigated detection of intruders in space by the use of a system operating at very high radio frequencies. System opera-

tion depended upon a change in the standing wave pattern of the radio frequency energy in an enclosed space.

Patents were applied for and issued to Messrs. Lindsay and Woloschak.

1940—Development discontinued. System found to be impractical because of spill-over of energy outside enclosed space.

1945-1947—ADT Engineering Department again investigated space systems, particularly beam-type systems using microwave frequencies. Development discontinued as impractical because equipment was too expensive and too complicated for handling by the field. That's twice an attempt was found to be impractical.

Late 1948—Alertronic Protective Corporation of America submitted its ultrasonic system for detecting the motion of intruders in space, using Doppler principle, to the Underwriters' Laboratories. ADT was invited to witness demonstration.

ADT signified general interest in system because it had simplicity not inherent in other systems studied earlier and because it looked as if it could be economically feasible. Alertronic submitted proposal to ADT to sell rights to system. ADT turned down proposal because it was way out of line from a financial standpoint.

Early 1949—Brush Development Company of Cleveland told ADT that it had also done development work with a system operating at ultrasonic frequencies using the Doppler principle and they (Brush) thought that ADT might be interested. ADT took up the offer to use the idea and entered into an agreement with Brush. Brush had at that time patent application pending in the U.S. Patent Office covering its system to detect motion in space.

1949 through 1951—Alertronic Protection Corp. of America proceeded independently in its development work, using Newark District Telegraph Company as a field testing organization for its equipment. Alertronic tried to sell outright to the Government and others, but was hampered by its lack of knowledge of the protection business. Reports of difficulties in installation and operation of system filtered back to ADT.

[fol. 2764] ADT worked at the Brush idea and a model was bought from Brush in an attempt to develop it into a suitable and practical piece of equipment which could be used as part of ADT's burglar alarm service. ADT began to realize that the equipment, to do a good job, needed many refinements and we exercised considerable caution in making any statements about the usefulness of the equipment, believing that exhaustive tests must be made before it could receive the Engineering Department stamp of approval.

Late 1950 and early 1951—Brush and Alertronic found themselves in interference on similar applications for patents, pending at the U. S. Patent Office.

September, 1951—ADT and Alertronic Protective Corp. entered into an agreement whereby the winner of the interference proceedings would be the licensor and the loser would be the licensee, certain royalties being agreed upon to be paid the winner.

1952—ADT lost the interference proceedings and automatically became Alertronic's licensee. ADT still did not buy Alertronic equipment although it was gaining wider acceptance at the hands of the Newark District Telegraph Company and others. ADT preferred to continue its own development of the system based on the original Brush idea. ADT and Brush dissolved their agreement.

1952-53—Newark District Telegraph Company and Holmes Electric Protective Company began to make use of Alertronic equipment on a wider scale and Alertronic tried very hard to get ADT to buy its equipment. ADT still was not satisfied with reports received about these systems, believing more experience was necessary. Alertronic cited ADT as infringing certain of its basic patents.

ADT sat down with Alertronic, and through respective legal counsel, drafted a new agreement to take the place of former agreement of 1951.

ADT still exercised considerable caution and restricted its field tests to nonrevenue installations.

1954—ADT had by this time manufactured 50 ultrasonic systems of its own design and had made a field trial of this equipment at subscribers' premises in the city of New

Haven and at various Government installations. No ADT systems had been installed anywhere for which a rental fee had been accepted.

1954—Walter Kidde & Company, Inc., bought out Alertronic Corp. and became the owner of the right, title and interest in all patents assigned to Alertronic Corporation. ADT continued its former negotiations for reaching a new settlement agreement with the new owner, Kidde.

September, 1954—Mr. Gaston told Kidde that ADT had decided to buy Kidde equipment and authorized purchase of 10 sets. Mr. Gaston also authorized the sale of Ultrasonic systems, anticipating the use of both ADT and Kidde equipment at five cities, viz.: Chicago, St. Louis, Detroit, Cleveland and Washington, D.C. Mr. Gaston felt that others had had sufficient experience with the Kidde equipment to warrant the above authorization, but still wished to withhold the nationwide sale of this type of protection until experience had been gained at the five cities.

[fol. 2765] *November, 1954*—Representatives of Sales and Plant Departments met with the Engineering Department and other headquarters people at New York for a three-day briefing session on ultrasonic protection. At that time it was decided to use the Kidde equipment exclusively at the five cities and keep the ADT-manufactured ultrasonic equipment for Government applications only.

February, 1955—After an unavoidable delay of three months, the technical bulletin on the Type 7104 ultrasonic system was released to superintendents, sales representatives, foremen and managers at the five cities, along with special instructions from Messrs. Smith and Hable.

Mr. AtLee then explained that the reason for his presentation of this history was to point out that "we have, for a number of years, been aware of the need for equipment to detect motion in space; we have made a considerable effort and investment in the development of a practical answer to that protection problem the results of which, to date, still dictate that we do not have all the answers and that we must proceed with a great deal of care. Our competitors have been somewhat less cautious and have perhaps given many of you a bad time because of things that may have been said about ultrasonic to our present or

potential subscribers in many of the cities in which we operate."

Mr. AtLee then made the following points:

1. We are selling Ultrasonic Systems for direct-wire connection only at the five cities mentioned earlier. To date, Chicago is the only city in which we have made any installations since February of this year.
2. We do not expect to extend the sale of Ultrasonic to other districts until the need and practicability of operation have been demonstrated. The experience we will gain at the five cities will dictate the next move.
3. At these five cities we will be using ADT Type 7104 Ultrasonic equipment, which basically is the equipment manufactured by Walter Kidde & Company, Inc., except for the subscriber's instrument and connecting set. A record will be kept of all the installations made at the five cities in order that we may accurately document: the installation problems we may run into; any maintenance difficulties which may occur; and the operating experience which will be so important to us.
4. Occasionally, there may be installations approved at other than the five cities where special conditions exist, but district sales managers are asked to resist any competitive pressure for such sale by offering standard forms of protection.
5. ADT-manufactured Type 7103 equipment is being reserved for Government applications without restriction as to geographic location.
6. In February, ADT entered into a supplemental agreement with Walter Kidde & Company, Inc., broadening the formal license agreement of September, 1951. At the time the agreement was being negotiated, Kidde and ADT informally agreed to assist each other in the sale of Ultrasonic Systems at cities where ADT renders Central Station Service. In other words, if Kidde discovers a prospect for Ultrasonic Service at one of the five cities, they will notify ADT of that prospect and ADT would follow through with the sale of Ultrasonic Service using ADT Type 7104 (Kidde) ultrasonic equipment. Kidde's sales operations, how-

ever, will not be restricted to those five cities and we may, therefore, expect to have contact with Kidde representatives almost anywhere in the United States. Where Kidde does have a prospect for Ultrasonic [fol. 2766] Service at an ADT central station city, which is not one of the five, and so notifies us, it will be up to the Sales Department to try and sell standard ADT BA protection.

The 4020 Vibrating Contact—Mr. AtLee discussed the development of the 4020 contact, pointing out that its use by ADT resulted from efforts of competitive protection organizations to promote the application of vibrating contacts as inexpensive supplements to standard BA protective devices. Because of this competitive pressure, our Engineering Department re-evaluated earlier studies of vibrating contacts and their applications. Results of this research indicated that the vibrating contact used by the Holmes Electric Protective Company was best suited to the high standards of quality demanded of all ADT devices. On that basis, the adoption of the 4020 contact was authorized.

Mr. AtLee said that additional information not covered in Engineering Bulletin E-4020 would soon be sent to the field by Messrs. Smith and Hable. He pointed out that, although the bulletin places considerable emphasis on use of the 4020 contact as supplementary protection for windows and doors where conventional protection has already been applied, it is now felt that such supplemental use of the 4020 contact will be infrequent. This aspect will be clarified by the release of the additional information by Messrs. Smith and Hable.

Mr. Atlee stressed the fact that the 4020 contact is not to be used for the protection of doors and windows in place of conventional protection. However, he stated that policy will permit the use of the 4020 contact as the only protection on show windows where there is no certification involved or where a certificated No. 3 extent of protection is under consideration. Application of the 4020 in such instances depends on whether it is judged that such an installation would enhance the over-all protection.

Company policy does not permit the substitution of the 4020 contact for foil or screens on fenestra-type windows.

In conclusion, Mr. AtLee suggested that it must be clearly understood by ADT sales representatives and by subscribers that the 4020 contact cannot take the place of primary conventional protection devices.

Slide films of typical 4020 installations were then shown by Mr. AtLee.

7. Selling *service* to the U. S. Government; Mr. E. J. Kaiser, Mr. J. O. Maxey, participating: Mr. King Young, Discussion Leader.

Mr. Young opened his presentation by pointing out that Government Relations really means Government sales, not only to Federal agencies but to business and industrial firms, called facilities, which are reimbursed by the Government for protection services installed to safeguard continuity of production under Government contracts. He stated that the primary aim of the Government Relations Department is to help make more sales, quicker and easier, by maintaining good relations with Government protection people, and by supplying assistance to ADT sales representatives in all matters relating to Government sales.

He stated that the two most important aspects in making sales to the Government are organization and teamwork. Mr. Young explained the various functions of the staff [fol. 2767] members in the Government Relations Department, and pointed out that since organization of our efforts to sell service to Government, our revenues from that source have been increased considerably. In the last five years, annual service charges with the Government have increased from approximately $100,000 to more than $575,000 currently.

Mr. Young emphasized that the first line of attack in making service sales to Government is in the field, and that it is a basic necessity for the field to keep the Government Relations staff apprised of all developments at the local level if we are to make the program a success. He particularly emphasized the need for the field to become completely familiar with General Circular No. 201 and its supplements, as well as with Commercial Circular No. 12. Special attention should be paid to the sections dealing

with correspondence, he said, for unless Messrs. Young, Kaiser and Maxey know that a solicitation is being initiated, they cannot be of assistance. Often, said Mr. Young, contacts that have been made by the Government Relations staff can help in bringing to a successful conclusion a sale that otherwise might not be consummated.

At this point, Mr. Young introduced Mr. E. J. Kaiser, who stressed that the basic formula for success with Government sales is to "preach always the Gospel of standard ADT Services." It is vitally important to emphasize to Government protection people the value of ADT ownership of equipment and ADT maintenance service, Mr. Kaiser stated.

Selling service to the Government is really no different than selling to non-Government organizations, remarked Mr. Kaiser, pointing out that the important thing to do was to arouse in the individual Government protection man a desire for ADT Services. Mr. Kaiser also reiterated Mr. Young's plea for copies of all correspondence relating to Government sales, and suggested to the district sales managers that this urgent need should be made known to individuals in other ADT departments who are engaged in correspondence concerning Government sales.

Mr. Kaiser stressed the importance of making friends with District Engineers, Area Engineers, Air Installation Officers, Regional Office representatives of GSA, and other Government representatives in the field. He stated that even though policy may be established in every case at Washington, the sale of service is actually made in the field. Strong recommendations made by Government field personnel have great bearing on the ultimate outcome of every sale.

At the conclusion of Mr. Kaiser's presentation, Mr. Young asked Messrs. Kaiser and Maxey to do a skit which represented a typical discussion about ADT between an ADT sales representative and a Government protection man. (Copies of that skit have been sent to all district sales managers and representatives. Sample copies of standard Government Contract form 33 also have been sent to the field, as suggested at the meeting.)

In conclusion, Mr. King Young summed up by saying, "The important thing to remember is to make the most out

of Government sales through *teamwork*. Call on us whenever you need us and always keep us informed so that we can be of greater value to you."

8. Sales Promotion: Mr. King Young, Discussion Leader.

Mr. Young noted that the Sales Promotion Department has been set up on a service basis, with the goal of supplying the sales force with help in making more sales, quicker and easier. He pointed out that all of the people in the department try to coordinate their activities so that accurate and complete material is prepared and distributed.

Preview of film—The half-hour Dartnell sales training film "How to Sell Quality" was shown to the sales managers, and Mr. King Young announced that he would take the film to each district sales meeting, so that sales representatives could view it.

New form 948, "Protecting Life, Property and Profits"—Mr. Young explained, after he had distributed copies of this new pocket-size booklet, that the form was designed with emphasis on use of brighter colors, more modern layout and cover design, and with more information contained on the "reason-why" aspects of selling ADT Service. He pointed out that many top ADT salesmen used the forerunner of the new booklet, form 945, to great advantage, and that the new form should provide a powerful selling tool. He suggested that on many occasions it could be used as an excellent, and economical, substitute for Sales Catalog pages.

Sales aids and their use—Mr. Young stated that one sales aid that has not always been used to its fullest potential is the Sales Catalog. He urged the district managers to see to it that all catalogs used in the field are kept up to date, and in the most presentable condition.

Mr. Young stated that in 1956 it was proposed to issue the Sales Manual in more permanent form, utilizing many of the suggestions for improvement that have been varied by the field. He mentioned that a new Sales Manual Quiz will soon be available to those districts which want it for use at sales meetings.

With reference to the Architect-Engineer Catalog, Mr.

Young said that its publication has been delayed because the Sales Promotion staff has not had sufficient time to complete the necessary editorial work. He also pointed out that delay has been encountered because of recent changes in equipment and devices. However, Mr. Young expressed the hope that the catalog will be ready for the field early in 1956.

Publicity—In 1954, Mr. Young said, ADT was fortunate in having a considerable amount of publicity, amounting to more than 1700 column inches. Two big publicity breaks —The Saturday Evening Post story, and the Reader's Digest story—were paramount in importance. Thanks to splendid cooperation from all three departments, Sales, Operating and Plant, the Saturday Evening Post story was parlayed into sizeable publicity proportions.

In recording the success of our publicity efforts, Mr. Young said, it is vital that tear sheets of all newspaper and magazine stories in which ADT is mentioned be sent to him for analysis. Those persons in the Sales Promotion Department who are charged with developing publicity are always ready to expedite cooperation with editors and reporters, and devote considerable time to evoking interest in ADT in press circles throughout the nation.

[fol. 2769] At this point, Mr. W. W. Dooley related how a story in the St. Louis Post Dispatch was responsible for the ultimate sale of Holdup Alarm Service to that newspaper. Mr. Young pointed out that, for this one recorded instance of sales production resulting from publicity, there probably are many that are never determined. He requested that any sales which can be traced to the effect of publicity be reported, so that management can have some means of measuring the value of our publicity program.

Use of Annual Report to Share Owners—Mr. Young questioned the managers on the value of the published Annual Report, and the consensus was that an attractive report is worthwhile, and can often be used to advantage in solicitations. It was pointed out that one use of the published report is in competitive situations. ADT's responsible financial condition and solid standing in the industry is illuminated by the report.

Subscriber's Vocational Classifications—Mr. Young mentioned that a new Master Vocational Code List is to be compiled and published next year. He stated that, for this list to be as accurate as possible, correct code numbers must be assigned to new subscribers. In the past, unfortunately, some sales representatives have failed to follow instructions on recording the code numbers. The most common error is the omission of the suffix letter—A, B or C—which indicates manufacturer, wholesaler or retailer.

Concluding his report on Sales Promotion, Mr. Young stressed that only through knowledge of what is needed by the field can the Sales Promotion Department produce the most helpful tools to "make more sales, and make them quicker and easier."

[fol. 2770] April 7, Afternoon Session

9. Diversification and expansion; the department and its activities Mr. J. J. Stephens, Discussion Leader.

Diversification and expansion are not, in reality, new activities at all, Mr. Stephens said. Every time we do anything new, it is "diversification"; and "expansion"—which actually is almost a synonym for diversification—has been going on for years.

What we are trying to do in the newly organized department is to create a new approach in taking advantage of opportunities which might otherwise not receive thorough attention and exploitation. We propose to devote careful attention to each suggestion concerning diversification and expansion, and go into the program with open minds.

What does diversification really mean? It means increasing and improving the services we render, developing new products and systems, looking for new outlets for our technical capabilities, and it even contemplates the discontinuance of some functions that we may have assumed unwillingly. Diversification and its potentialities have almost infinite ramifications, Mr. Stephens said.

As a first step, we have gone through the files in New York, culled all the suggestions that have been made in the past, and selected approximately 75 different theories of how we might best diversify our activities. Some of these 75 ideas hold considerable promise.

The first definite attempt we are making to diversify lies in utilizing telephone-answering service facilities in areas where central station operations are not feasible for economic reasons. In Charlotte, N.C., a direct-connected city, we are pioneering with the use of telephone-answering service in connection with Sprinkler Supervisory Service. Our experience in Charlotte has been promising, and it is hoped that a pattern will develop that will be applicable to other towns which, like Charlotte, present a problem in competitive activity.

As a matter of fact, Mr. Stephens observed, other telephone-answering projects are currently under consideration, although they have not yet progressed far enough for detailed discussion at this time.

A second phase of his work, Mr. Stephens remarked, is the Executive Offices administration of deficit-office towns under a tax ruling that permits sales operation at a lower cost to the Company than would be possible if the towns were operated from within the district organization. This program is confined only to sales activity, however, and involves, briefly, charging solicitation costs back to the New York office rather than to the district or to the deficit city itself. This financial aspect permits us to give intense sales coverage to cities which in the past have not been able to receive concentrated coverage.

At the present time the program covers six cities, with plans now almost completed to cover three more. As promptly as possible, these towns will be returned to the district organization after the intensified efforts have brought them up to a profitable level. This project is progressing hopefully, but it is a long-range program. Al-
[fol. 2771] though the present program appears to be one way of finding a solution to the deficit-office problem, Mr. Stephens said, there may be others. He suggested that field recommendations would be most welcome.

Aside from these two established functions of the Diversification and Expansion Department, other areas of advancement are being investigated. Market research, for example, is one aspect of expansion which is being instituted, with considerable emphasis being given to new approaches. In that connection, Mr. Stephens stated, the

department would like to know what statistical information is desired by the field.

Beyond those immediate goals, the functions of the department will have to be moulded by events as they transpire, he concluded.

In the question period that followed, Mr. Bodley asked whether it was believed that development of telephone-answering service facilities for protection purposes might not create competitors among telephone-answering companies. Mr. Stephens replied that this possibility had been carefully considered, and that safeguards have been established. Contracts will remain in the ADT name, and the telephone-answering services will be used as ADT agents only. Dealings are always to be between ADT and the subscriber, and the subscriber must be impressed by the sales representative with the fact that he is receiving an ADT Service.

Mr. Stephens also stated that telephone-answering services do not appear to be anxious to develop new outlets. They are extremely hesitant about undertaking the liabilities that are inherent in operating an alarm business, and, furthermore, do not have the financial facilities necessary to underwrite such expansion. In other words, he said, we do not anticipate any competition from this source.

10. Public Relations. Mr. A. W. Sullivan, Discussion Leader.

Mr. Sullivan opened his presentation by reading a statement descriptive of public relations: "Public Relations are concerned with a planned presentation of a point of view. The Public Relations Department is charged with the development of a cordial and mutually agreeable relationship between ADT, its public, and related organizations. It interprets the public relation policies of top management to the field and assists on a local basis where needed."

He then referred to a list of 14 publics, which comprises the following organizations:

A. Various Rating Organizations
B. National Board of Fire Underwriters
C. Associated Factory Mutuals—Boston
D. Factory Insurance Association—Hartford

E. Reciprocal Underwriters—Rye, N.Y.
F. Improved Risk Mutuals—White Plains, N.Y.
G. International Municipal Signalmen's Association
H. International Association of Fire Chiefs
I. International Association of Police Chiefs
J. Underwriters' Laboratories Fire and Burglary Councils
K. National Fire Protection Association—Boston
[fol. 2772] L. Association of American Railroads
M. American Mutual Alliance
N. National Bureau of Casualty Underwriters—N.Y.

Our chief points of insurance contact, he said, are the various rating organizations. There is a separate rating organization in each state, and there are seven advisory boards. For example, the New England Fire Insurance Rating Organization is the advisory board for all of the New England states, and the Western Actuarial Bureau has under its jurisdiction 19 states.

Mr. Sullivan referred to a new schedule issued by the Western Actuarial Bureau, which allows revised credits, and which resolves a long-standing question concerning the number of paid firemen who must be on duty in order for subscribers to secure credits for Direct-Connected Service. Mr. Sullivan stated that one favorable effect of this WAB liberalization will be the extension of automatic fire alarm credits in many situations not presently eligible, such as where departments are manned largely by volunteers. In a further revision, credit can now be allowed for an approved local automatic fire alarm system, even where there is no watchman or private fire brigade to act on the alarm. Although the credit is only 2%, it is some recognition.

In June 1954, the New York Fire Insurance Rating Organization increased credits for automatic fire alarm from 14% to 21%, the first time in approximately 40 years that such an action has been taken by this body. It is hoped that the New England board will act similarly this year, Mr. Sullivan said. Improvements by the New Jersey board are also contemplated.

Mr. Sullivan explained that the National Board of Fire Underwriters, a nonprofit organization supported by the

stock fire insurance companies, does not issue rules or regulations, although it does issue various standards. Those Standards are used as guides by various rating boards, although any rating board has the privilege of rejecting them or interpreting them. It is the job of everyone in ADT to make every effort to influence those interpretations to our advantage.

With reference to the Associated Factory Mutuals, Mr. Sullivan said that they actually are going out and recommending automatic services in lieu of watchmen, much more so, even, than the FIA. Associated Factory Mutuals have nine inspection districts, and the seven associated companies maintain offices throughout the country. Our sales force is provided with the names and addresses of personnel at these offices. It will pay our salesmen to get in touch with these people, who can be a great help to us.

Mr. Sullivan said that internal changes within the Factory Insurance Association have recently occurred, and that they are fast changing their thinking concerning protection services. He believes that we shall receive a great deal more cooperation from that organization in the future. We must assiduously cultivate the personnel of FIA at headquarters and at the field level.

The Reciprocal Underwriters is a small group chiefly interested in department stores, and strong exponents of automatic services.

Mr. Sullivan discussed the Improved Risk Mutuals next. This organization, which handles only improved insurance risk, is recommending SS&WFA and AFA Services.

[fol. 2773] As a matter of interest, the IRM has recently installed complete Aero protection at its White Plains, N.Y., headquarters.

With reference to the International Municipal Signalmen's Association, the International Association of Fire Chiefs, and the International Association of Police Chiefs, Mr. Sullivan said that members of the Public Relations Staff attend all the conventions of these organizations. If our field people have problems with members of these groups, the Public Relations Department stands ready to lend assistance.

Mr. Sullivan stated that, although the National Bureau of Casualty Underwriters has recently challenged us with

respect of BA credits, he is hopeful that a meeting scheduled with this group in the near future will result in an advantageous ruling for ADT.

If any of these organizations are giving the field trouble, Mr. Sullivan stressed the point that the Public Relations Department is organized to extend every possible aid.

The more ADT expands its central station activities to areas not formerly covered, the greater is the responsibility of the Public Relations Department in its task of selling the advantages of our services to FM, FIA, and other elements of the public which can influence the sale of ADT, Mr. Sullivan concluded.

Mr. Smith commended Mr. Sullivan on the progress he has made through the year in coping with our public relations problem, despite the fact that little formal support has been available, due principally to a lack of manpower. Now that the Public Relations Department has been established on a formalized basis, as its importance warrants, intensified field cooperation with Mr. Sullivan and his associates is expected, Mr. Smith said.

Our field forces must spend as much effort as is profitable with members of the insurance service, and with our friends in the various municipal fire and police departments. He urged the district sales managers to organize their forces so that our public relations program can come to full fruition, under the leadership of Mr. Sullivan. "Good public relations is one of the best forms of indirect selling known; let us take full advantage of our opportunity!" Mr. Smith said.

[fol. 2774] April 8, Forenoon Session

11. Open forum discussion and review of other sessions: Mr. A. E. Smith, Vice President.

During this session, Mr. Smith reviewed the conclusions that had been reached at previous sessions. He reminded the sales managers that Management had underwritten the considerable expense entailed by the General Sales Meeting as an investment, and that he would solicit—after the meetings—opinion from all managers concerning the benefits they had received. Mr. Smith said that he wanted recom-

mendations at that time as to whether such a meeting should be held in 1956.

Mr. Smith then discussed the Type 5804 Local Burglar Alarm System which has been the subject of questions from the field at various times. The 5804 system, originally developed for use by Reliance at Detroit, is a noncertificated system that has been authorized for sale in Central Station territories only where local competition is encountered. Primarily, he said, it should be sold in competitive situations where the salesman feels that eventually it can be converted into a Central Station System. To meet local competition, an attractive rate—$100 for installation of the first 10 units, and $50 service charge for the first unit, $4 for each additional unit—has been established. However, we are not making it a policy of diverting sales effort to secure local alarm business except in the cities of Chicago and Detroit.

Mr. Smith then turned the chair over to Mr. Stephens for consideration of the subject of rates, postponed from item 3 of the agenda at a previous session. Mr. Dahl suggested the possibility of modifying our rates so that they would be attractive to mercantile prospects located near our central stations. Mr. W. Hable, General Superintendent of Plant, stated that maintenance costs would definitely be moderated by such proximity to central stations.

Mr. Hable further remarked that he has noted an increasing trend in the last few years for burglar alarm installation in industrial risks, and fewer and fewer in the smaller mercantile establishments such as jewelry stores, furriers and the like. Because the latter constitute the ideal burglar alarm prospect from a Plant and Operating viewpoint, Mr. Hable suggested that perhaps we have priced ourselves out of that market. "If there is any possibility of giving our salesmen a better chance of securing this type of job—which gives us very little trouble—then I am 100% for it," Mr. Hable declared.

Mr. Smith introduced, in line with this discussion, the fact that a recent survey by the Department of Commerce indicated that 42% of U.S. business establishments are mercantile. The fact that in recent years we have shown a steady decline in our sales to this growing market presents

a problem that must be solved if we are to forge ahead sales-wise, Mr. Smith said.

Mr. Bodley agreed that something should be done, but pointed out that because of price difficulties, our salesmen naturally preferred to solicit the industrial type of prospect, where the percentage of successful sales is higher.

Mr. Dooley stated that, in his opinion, the only answer to this problem is that we should establish two burglar alarm rates—one for mercantile establishments, another for industrial risks—based on average costs of maintenance and operation.

[fol. 2775] At this juncture, Mr. M. H. A. Lindsay, Chief Engineer, presented some of the findings of the recent study of false alarms by the Case Institute of Technology in Cleveland: The incidence of false alarms from the industrial type of installation approximated 1.8% per subscriber per month; from "clean" warehouses, about .6%; and from the "Main Street" type of mercantile subscriber, about .3%. In other words, he said, we experience about three times as much trouble with the industrial plant as we do with the warehouse type of subscriber, and about six times as much as we do with the average "dress shop". However, only about 20% of our subscribers are in the industrial class, which means that half of the cost of false alarms can be attributed to 20% of our subscribers. It is important to remember, said Mr. Lindsay, that these conclusions were reached based entirely on environment, and that the size of the installation, and the number of units involved, had no bearing on the incidence of false alarms.

Mr. Lindsay said that Dr. Hollister, head of the Case department that made the study, advocates consideration of differential selling prices for our Burglar Alarm Service, based on the above information.

Messrs. Smith and Stephens assured the sales managers that Management is well aware of this whole problem, and that further intensive studies will be made, with special reference to reduced mercantile rates; quantity discount for subscribers with multi-location contracts, and other related aspects.

With respect of minimum basic service charges for door contacts only on bank vaults, Mr. Stephens explained that

mercantile vault rates can be applied. That is, rather than securingAnSC of $620 for the first vault protected by contacts only, we can charge the mercantile rate of $230.

Mr. Turnbull asked whether study has ever been given to use of an SS&WFA rate that would eliminate consideration of transmitters. He said that Plant and Operating Departments sometimes require installation of more transmitters than are called for on a contract, in the interest of the best operating performance.

Mr. Smith pointed out that Company regulations effectively authorized those departments to install any additional transmitting or other equipment necessary for proper operation of any system. Although new contracts present no problem when additional equipment is installed, Mr. Dahl pointed out that Company policy required that such equipment be reflected in rates on renewal contracts, and that renewals submitted without regard to such units are considered sub-basic.

Mr. Lindsay stated that currently we are developing a waterflow device that functions exactly like the Type 498 but which has a built-in transmitter and a retard feature, which it was agreed would obviate many of the difficulties now experienced in this regard.

Mr. Hable remarked that it should be understood clearly that the ultimate authority on the number of transmitters to be installed rests with underwriting bodies throughout the country, not with the Plant and Operating Departments. He stated that Plant Department policy is to minimize as much as possible the number of transmitters, consistent with safe practice requirements. Mr. Hable agreed that the [fol. 2776] modified 498 mentioned by Mr. Lindsay would definitely result in decrease in extra transmitters required in the past by the Plant Department to reduce the incidence of false alarms due to overlapping of 498 devices.

In a discussion on our National Accounts program, Mr. Brechbill remarked that our three New York National Account Representatives handle business approximating a total of $2,500,000 a year, that the Sears' account is in excess of $1,000,000, and that district national accounts exceed $1,000,000. He stated that this amount of revenue, compared to our over-all volume of business, certainly shows the program to be an important one. He emphasized that,

particularly in competitive situations, our National Accounts' contacts with subscribers have proved most helpful.

All the sales managers agreed that the program is progressing most satisfactorily, and is appreciated by the salesmen. The National Accounts program was recognized by all as an important contribution to our increasing sales effort.

Mr. Smith pointed out that it is extremely important to develop and to service district National Accounts subscribers, and that considerable thought has been devoted to the possibility of assigning one special salesman in each district to represent us—on a public relations basis—with present subscribers. It is becoming increasingly evident, he said, that expert and specialized servicing of accounts is a basic necessity, to hold accounts, and to compensate for the fact that we are carrying far more subscribers on our books than can be serviced by regular salesmen in the course of their activities.

Mr. Hall, whose district national accounts approached the half-million dollar mark, stated that he is definitely going to recommend a special assignment for one man to handle the automobile accounts which fall under the jurisdiction of the Detroit district.

In conclusion, Mr. Brechbill urged cooperation with the New York National Accounts salesmen, particularly with reference to letting them know of every negotiation that concerns a National Account.

Before closing the meeting, Mr. Smith thanked all who had participated for their close attention and their many contributions. He stated that many thought-provoking ideas had been exchanged, and that undoubtedly our entire sales organization would reap the rewards of the intense spirit of cooperation and will to win that had been so much in evidence among the district sales managers.

As a fitting conclusion to the meeting, Mr. Smith introduced President Gaston. Mr. Gaston expressed the thought that the change in name of the department from Commercial to Sales was a belated bow to reality, as well as recognition of the primary function of the department. Commenting on Mr. Smith's elevation to a vice-presidency, Mr. Gaston said that this change represented recognition of the important contributions of Mr. Smith and his department to the growth and welfare of the entire organization, as well as

an expression of Management's confidence in the continuation of a high level of performance.

One of the primary reasons for the whole recent over-all reorganization, Mr. Gaston said, was to relieve both Mr. MacDonald and Mr. Smith of a heavy load of detail and demanding work. The pattern of the reorganization is such as to afford relief, and unless that relief is forthcoming, the reorganization has served no purpose whatsoever. The actual effectuation of that relief is basically up to the field forces, he declared.

[fol. 2777] The aim of the reorganization of the Sales Department was to relieve Mr. Smith of *immediate* responsibility for the *production* of sales and of all the other factors which promote and produce sales. He will still retain general supervision and responsibility, of course, for all those factors, just as Mr. MacDonald has general supervision and responsibility for all of the operations of the Accounting, Supply, Plant, Operating, and other departments.

The recent delegation of authority, through the new contract procedures, to district sales managers, indicates the actual functioning of the organization, flowing from the board of directors to the president and vice president, then to the field managers. Administering this authority has been described as a difficult art, Mr. Gaston said.

We must not concern ourselves with the petty problems of protocol, said Mr. Gaston, pointing out that departmental lines are established for one specific purpose: to facilitate the work of the over-all organization.

Delegation of authority has three aspects; responsibility of doing the work; the authority to do that work; and accountability. Those who have been delegated authority must always stand ready to report on the assumption and exercise of that authority, and be able to assess capably the results obtained.

Recognition and respect for the lines of organization will facilitate the work of all concerned, and will make the chart of organization a living, functioning operation rather than merely well-drawn marks on a sheet of paper. Thus, Mr. Gaston remarked, for these reasons, the actual effectuation of the Sales Department reorganization is dependent on the staff members and district sales managers.

Mr. Gaston explained that as vice president, Mr. Smith

will have supervision and responsibility for the Public Relations Department and the Diversification and Expansion Department. Neither of these departments is considered a part of the Sales Department, and do not come under Mr. Smith's supervision as General Sales Manager, but rather, fall under his jurisdiction in the larger capacity of vice president. It is hoped that one of the fruits of the reorganization will be the expansion of these two departments, to make them of even greater value to the Company and to all of its departments.

Mr. Gaston said that we are looking far beyond our old horizons, and that with patience, cooperation and understanding, we will pass those horizons. We must broaden our thinking, both at the Executive Offices and in the field.

In conclusion, Mr. Gaston presented to Mr. E. O. Betscher a diamond-emblem award, in recognition of twenty-five years' service with ADT.

[fol. 2778] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 208

November 24, 1954.

Mr. E. Gaston, President

Service Charges—Proposed Revisions

I am attaching a copy of Mr. Eicker's letter of November 19, captioned as above, together with the attachments thereto supporting proposals for changes in annual and advance service charges effective December 1, 1954.

There is relatively little that I can add to the presentation, except in broad overall measure. As indicated, it is suggested that annual service charges be increased, substantially 6% across the board, not so much in compensation for anticipated cost increases, but in design to place overall greater reliance on annual service charges for all the money required to operate the business and less upon advance service charges, all as calculated to ease the problem of soliciting new business. Mr. Eicker seems well supported in his conclusion that increases in annual service

charges are not required to compensate for anticipated cost increases, from our projections of 1955 cash and earnings which show a moderate improvement in cash and which indicate a very slight improvement in the 1955 operating ratio, before taking into consideration adjustments made for tax purposes in the handling of engineering costs and depreciation allowances. The introduction of these tax devices will, of course, completely distort prior operating ratios.

With respect of advance service charges, the proposal is to establish prescribed charges based on 1954 installation unit costs, from which engineering loadings have been extracted, adding to such unit costs, however, 10% to provide a margin of safety against unit cost fluctuations and cost increases anticipated in 1955.

Since engineering costs applied as plant supervision loading on construction are equal to approximately 10% of total construction costs, the removal of such 10%, and the addition of 10% on the remainder, has the effect of reducing advance service charges predicated on bare installation costs by 1%.

Advance service charges prescribed in processed rate chart dated November 1, 1953, as, from time to time modified by circular announcement, comprehend, you will recall not simply bare installation unit costs, but also an addition contemplating an attempt to recapture, in the overall, the sum of advance service charge deficiencies necessitated by [fol. 2779] competition and the like. In acting, then, to produce prescribed advance service charges predicated on bare installation cost (excluding for the purpose of this appraisal the 10% safety margin provided), we are, in effect, eliminating the margin previously provided to take care of advance service charge deficiencies which, in recent months have ranged from 6% to 13% of prescribed advance service charges.

The inclusion of the deficiency factor in prescribed advance service charges has, in recent months, served to reduce such deficiences materially, and in eliminating this cost element (which represents, in effect, adjustment of standard to actual costs) we may expect the deficiency to again creep into the picture, and this, despite the lowering of installation unit costs, since inevitably competition always

seems to induce rates somewhat below those prescribed. In this respect, however, and until installation costs advance considerably, we can place adequate reliance for recovery of "deficiencies" on the 10% safety margin addition provided by Mr. Eicker.

I do not subscribe, altogether, to Mr. Eicker's thesis that the proposed arrangement will enable us to avoid quarterly or other periodic restatements of prescribed advance service charges. The whole premise on which we are proceeding is that of the adoption of "standard" installation unit costs, systemwise developed, with periodic adjustment of these to actual costs. It would be a mistake, I think, leading to virtual chaos, if we did not keep reasonable faith with this premise. We need not, of course, mortgage the future, in this respect, by making any announcement one way or the other, leaving ourselves free to act as circumstances indicate we should.

I have reviewed, carefully, the proposed revised annual and advance service charges developed by Mr. Eicker and believe that they will produce substantially the result represented. In the respects indicated on statement entitled "Effect of adoption of proposed revision in minimum basic rates," Mr. Eicker clearly appears to have overstated the probable cumulative effect on cash receipts of the proposed revision. These estimates, however, all concern the far distant future, and the margin of safety appears to be such as to allow ample leeway.

I recommend the proposed revised scale of minimum basic service charges for your approval. If the whole philosophy meets with your concurrence, will you please let me know so that appropriate circular of issuance may be drafted.

Vice President, [J. A. MacDonald], Stipulation No. 1.

MRH

CC: Mr. E. Gaston.

[fol. 2780] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 209

Memorandum for File

Rate Development

As agreed, Mr. Eicker and I met with Messrs. Smith, Brechbill and Tom Young in my office on November 16, 1955 in further discussion of the necessity and desirability of upward price adjustments, effective January 1, 1956.

For Mr. Smith's benefit the highlights of our previous discussion on November 1, were recited. The necessity for upward price revision seems just about as simple as this. Expectant net earnings for 1955 of, in the neighborhood of $2,900,000, represent just something less than 6% return on a 50-million dollar invested capital. With upward wage adjustments estimated to total at least 800-thousand dollars for 1956, the rate of return on investment obviously will fall to an insupportable level and properly expectant cash accumulations will diminish, sharply, unless action is taken to increase prices. All present were in complete agreement on the necessity of upward price adjustments. The matter of desirablity is something else again. It was acknowledged that our prices are getting high and that selling is more dfficult but, nevertheless, there was no dissent, among those present to the feeling that it was possible to entertain increased prices without undue impediment to sales. Mr. Brechbill stated that he had discussed the possibility of a 6-plus percent increase in annual service charges with several of the field superintendents, none of whom felt that such an increase would present a serious sales handicap.

The group that met in this discussion on November 16 had no major changes to suggest in our present rate structure. It was felt that, in pursuance of the policy commenced last year, it would be appropriate to reduce or at least to resist any increase in advance service charges, and Mr. Eicker, in his rate study of August 29, as subsequently amplified, appears to have demonstrated the necessity for increasing annual service charges by 6.6%. Such percentage can be rationalized not only in the light of past financial trends and results, but also on the basis of the expectant

percentage increase in 1956 wages plus adequate compensation for reduction in advance service charges or failure to increase these commensurately with an expectant cost increase.

The discussion turned to the question of the manner of applying this 6.6% increase in annual service charges. Considerable time was spent in debate of the merit of applying this increase across the board, that is proportionately to the first and remaining units of protection equipment, applying it all on the first unit and leaving the remaining unit charge as it presently exists, leaving the burglar alarm rate for installations of 10 units or less without change and increasing the percentage price increase for all installations having more than 10 units of protection. The last possibility was abandoned largely on the basis of Mr. Brechbill's representation that on certain of our large mercantile BA installations, notably Sears Roebuck and McKesson & Robbins, we have reached a point where we must be very careful not to discriminate against these large mercantile users of protection in favor of small users.

Suggestions have been advanced, from time to time, in district sales meetings and elsewhere, that merit might lie in providing an attractive mercantile burglar alarm rate for small installations adjacent to central stations, on the score that we seem to have priced ourselves out of this market and left it vulnerable to either central station competition or local alarm service. It was Mr. Smith's feeling and in this he was completely supported by Mr. Brechbill, that such recommendations are born of spur of the moment wishful thinking, the mature sales observation being that unless such small mercantile establishments can be sold on the desirability and necessity of central station burglar alarm service, and have the money to pay for it, they do [fol. 2781] not represent good service risks. The turnover in such store occupancies, growing out of undercapitalization and bankruptcy, is high, bad debt losses extravagant and the relationship altogether unsatisfactory.

Messrs. Smith, Brechbill and Tom Young were in complete agreement on the sales feeling that the 6.6% rate increase should be made applicable to the first unit of protection service for all subscribers, and they persisted in this viewpoint despite considerable discussion and Mr. Eick-

er's representation that such method of applying the increase would play most heavily upon the small burglar alarm user. Having, from a financial standpoint, determined the amount of increase necessary to maintain satisfactory earnings and cash return, the matter of the best way to obtain the money certainly is a prerogative of the sales department. Accordingly, it was agreed that Mr. Eicker would proceed to develop an appropriate first unit charge, per BA subscriber which would bring in the required revenue increase.

The sales judgment ran the same way respecting all other classes of service. That is they desired to have the increase placed on the first unit of protection equipment for each class of service. Mr. Eicker will thus proceed to redevelop the rate chart.

Those present at the meeting deliberated, at considerable length, on the obvious desirability of supplying a rate differential in the case of industrial burglar alarm protection. Studies made by the Case Institute of Technology show that we may expect to experience from 3 to 4 times as much difficulty in connection with burglar alarm trouble closings and false alarms in the case of industrial protection than holds for mercantile burglar alarm protection. The difficulty of clearly distinguishing between industrial and mercantile burglar alarm installations was recognized, but it was felt that the new rate chart might announce a surcharge of $1 per unit for all industrial burglar alarm risks and that the characterization of an industrial burglar alarm risk might well be left to the good judgment of the salesmen under the supervision of the district sales manager. This would represent something on the order of a 20% surcharge with respect of all except the first unit charge for industrial users, can be well justified by knowledge of the additional operating cost entailed and will provide the sales department with the justification, long needed and presently missing from the rate chart for imposing the surcharge in the case of subscribers who derive considerable cost benefit through the introduction of payroll saving protection.

The sales department has long advocated the adoption of a square foot method of computing units for automatic fire alarm protection. At our discussion concerning the pro-

priety of this application on November 16, Messrs. King, Young and Caffrey joined in the discussion because of their peculiar knowledge of the program and long advocacy of the proposal.

I must be frank to say that the plan has not held much practical attraction for me, and Mr. Eicker feels the same way about it. That it can be made to work is obvious from the fact that we sold automatic fire alarm service on this basis for something like 8 years, in the past. The plan, then, was found objectionable since no exception was made in the case of multiple enclosure occupancies, so that we found that we were called on to install a great many more circuits of Aero protection than we were getting paid for.

The present proposal, however, is to introduce a formula which will require multiple enclosure occupancies to be sold on the basis of a plant estimate so that much of the difficulty [fol. 2782] experienced with the old plan now is taken care of. The sales representatives present at the discussion were so forceful in their representation of the superiority of the new proposal and in the necessity for its adoption that it is hard to deny the reasonableness of their request. This was finally acceded to, with the distinct understanding that there would be written into the rules a requirement for the sales department to show on form 400 and form 401 the square foot area of measurement covering the unit development together with the number of enclosures involved in the installation. The plan would be to employ the 6,000 sq. ft. to a unit formula pretty much as a standard cost development. In connection with our monthly installation unit cost reports, the number of Aero circuits or automatic fire alarm circuits actually installed would be reduced to the number of square feet of protection per circuit on the basis of the total square foot area employed by the salesman in selling the job. Subsequently to introduction of the revised selling plan, the number of square feet of protection designating the standard unit would be changed on the basis of ensuing experience, probably on a quarterly basis. Thus, the initially established 6,000 sq. ft. per unit might become 5,000 or even 4,000 dependent upon the results actually achieved in operation. Under this method there is no way by which the sales department can cheat on its application nor sabo-

tage its application. Mr. Eicker is to draft suitable instructions to cover introduction of this plan.

Unresolved suggestions in the matter of rate changes were discussed. Among these was a proposl for establishing on the chart rates for vibrating contacts, ultrasonic equipment and 5804 local alarm system. The suggestions respecting vibrating contacts and ultrasonic equipment, having to do with the matter of unit count, already properly announced, appear to have no place on the rate chart. The rate for #5804 local alarm systems was designed for special application at Chicago and Detroit and for certain designated competitive situations as established by the Vice President in Charge of Sales. This item, also, does not belong on the rate chart.

The rate for Telapproach service was last established on a per system instead of a per unit basis. At that time all who were consulted were in agreement that this appeared a logical thing to do since in Telapproach service ADT employs identical equipment and has identical problems regardless of the size of the vault protected. Nevertheless, according to the sales department, we have had trouble with the application of this last announced rate which provides a charge apparently too high in the case of certain small safes and does not produce as much money as can be procured in connection with large ones. The feeling was that we would be wise to revert to the unit basis of selling safe Telapproach service. The sales department is in the best position to determine the applicability of the proper rate. Arrangements will be made to change the method of charging for safe Telapproach service.

Complaint has ben voiced that our present rate chart provides a rate for the annual service on mercantile vaults higher than in the case of bank vaults. While it has always been intended, and we thought, understood, that the mercantile vault rate should be limited to that obtaining for bank vaults where in excess of 25 units of protection were involved, the trouble experienced appears to indicate the desirability of formally announcing this intention through a footnote on the rate chart. This will be arranged for.

There is no specific provision on the rate chart covering a price for door contacts only on bank vaults. This should be rectified through footnote on the chart.

It was felt that our manual fire alarm rate for units installed after the first was too high and had tended to di-
[fol. 2783] minish MFA boxes sold in conjunction with other services and denied to us additional revenue of a profitable sort. Mr. Eicker has undertaken to take a look at the rate composition and see what if any amelioration may properly be made.

While this is rather something that has to do more with unit count than rate consideration, it was considered at this time because of its effect on rates. Many recommendations have been made that the #406 device be charged for as one unit rather than two. Since the #406 device frequently is employed for our own convenience and as matter of overall cost reduction, it would seem that we could well accommodate our thinking to this simple change in unit count.

Mr. Eicker has recommended the elimination of charges for unsupervised patrol points in connection with watchman's security service, feeling that these charges cannot be justified. The sales representatives present at the discussion felt pretty much the same way. It was believed that the overall loss of revenue would be inconsequential as compared with the desirability of improving our rate integrity.

Considerable discussion ensued concerning the necessity to make a more specific rate pronouncement concerning the charge to be made for headquarters receiving equipment in the case of direct-connected service. Among the possibilities considered was that of charging the entire amount of the headquarters equipment to the first direct-connected subscriber in any locality, coupled with an undertaking to rebate a proportionate amount of such charge for subsequent direct-connected subscribers hooked on to the equipment. Mr. Smith counselled against getting into such an elaborate method of proration and it was concluded that, for the time being, no change would be made in the existing arrangements, under which the sales representative usually does pretty well in the matter of charging for headquarters equipment.

J. A. MacDonald, November 17, 1955.

[fol. 2784] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 210

Memorandum for File

Rate Adjustments 1959

Discussed with Mr. A. E. Smith on November 10, 1959 the matter of the Sales Department projected 1960 budget.

I explained to Mr. Smith that, based upon his projection of new business likely to be secured (net), of his prognosticated 1960 budget requirements for the Sales Department and the budget requirements presented by all department heads, a preliminary put-together of net earnings before and after taxes indicated the need for bringing into the business something on the order of $1,200,000 of additional gross revenues in order to sustain an 85% operating ratio. To do this, will require that we impose an approximate 10% increase in advance service charges effective January 1, 1960.

I pointed out to Mr. Smith that in his estimate of 1960 sales production he had contemplated virtually no change from the rate at which the business is being written in 1959 which seems somewhat on the inadequate and unrealistic side in consideration of the constant upward trend in the number of salesmen employed in the business. I pointed out to him that this was the basis of the President's inquiry as to why we should be called upon to spend about $310,000 a year more for sales expense in 1960 than in 1959 if we do not contemplate improving sales. I reminded Mr. Smith that to whatever extent he might find it proper to increase his estimate of 1960 sales production, to this same extent it should prove properly feasible to reduce the estimated increase which we must make in advance service charges in order to attain and maintain proper financial levels.

Mr. Smith borrowed from me the work sheet I had put together showing the development of the required additional 1960 revenue and promised to let me know to what

extent, if any, he felt that we might properly adjust upwards his provisional estimate of 1960 sales production.

J. A. MacDonald, November 10, 1959.

MRH

[fol. 2785] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 212

July 1, 1960

Mr. W. R. Borderud
Assistant District Sales Manager

Delegation of Authority

In the absence of the District Sales Manager, authority is hereby delegated to you to deal in your discretion with all matters relating to the execution of new, renewal, and rider contracts for Central Station, Local Alarm, and Direct-Connected Protection Services only, and to authorize the installation of equipment required thereunder, within the provisions of General Instructions #41, providing the subscriber's credit rating is such as to insure payments specified in the contract, the annual or advance service charge for any one service does not exceed $5,000.00, and providing, further, that the limiting stipulations below are fully observed. In acting under this authority, it is understood that you will direct to my attention all matters of which, in your judgement, I should be apprised, even though they may come within the scope and limits of this authority.

Contracts

1. Contracts shall be written on appropriate contract forms provided for the service or services sold, and shall be properly executed by an authorized representative of the Subscriber.
2. Service or services provided for in the contract shall conform to the policies established and promulgated by the Company, especially those covered in Executive Circular No. 9.

3. Printed text of the contract shall not be altered by deletions or additions, excepting as follows:

(a) The payment clause of contracts may be altered so as to provide for payment of the advance service charge upon completion of the installation, or to provide for part payment upon signing the agreement, and the remainder upon completion of the installation.

(b) The payment clause of contracts may be altered to provide for payment of the annual service charge semiannually, quarterly, or monthly.

(c) The escalator clause of contracts may be altered so as to guarantee the annual service charge up to three years in accordance with Commercial Circular 174, dated 4/1/47.

(d) The printed text of contracts may be augmented by appropriate clauses contained in Commercial Instructions No. 8 (Revised) dated July 28, 1954.

[fol. 2786] Service Charges

1. Service charges shall be in conformity with current minimum basic service charges promulgated for the particular service and its variations, excepting as follows:

(a) Provision may be made to collect the advance service charge over a period not to exceed one year, when credit references warrant and the provision is essential to the securing of the contract.

(b) When essential to the securing of a contract, the advance service charge, or any portion thereof, may be included in the annual service charge.

Note: When contracts are accepted under conditions (a) or (b) above, an amortization charge of 3% per year shall be added to the amount of the advance service charge amortized.

(c) Minor undercharges or overcharges resulting from miscalculation of units or errors in mathematical computation.

(d) Where quotations have been made based on the published schedule of charges, and where there is a subsequent increase in charges, such quotations shall be honored as standard for a period of 30 days after the effective date of the increase in charges.

(e) Where contracts with new tenants are taken to the expiration date of the superseded agreement, and at the same charges as the superseded agreement.

(f) Where a renewed contract is below standard but where the annual service charge secured is in conformity with Supplement No. 5 to Commercial Instruction No. 1 (revised).

(g) Where a renewed contract is written at standard charges but the increase to standard is progressive over the term of the contract.

(h) Where known direct competition is encountered and where the obtaining of such contracts is in the best interests of the Company, contracts may be approved with an annual service charge not less than 80% of the minimum basic charge, and with an advance service charge not less than 60% of the minimum basic charge. It is understood that contracts of this type should be held to an absolute minimum and should be accepted only after complete investigation as to their desirability from all standpoints.

[fol. 2787] General

1. Direct-Connected Services

(a) Prospective subscriber shall be located within 60 miles of the servicing central station, unless situated in a municipality cleared for direct connected solicitation.

(b) Fire and/or Police Departments shall be ade-

quate and shall have a paid man on duty 24 hours each day.

(c) Written permission to install headquarters equipment shall be obtained from responsible municipal officials.

2. Refunds

(a) Where a new tenant takes service for the unpired term of a contract, and where the old tenant has paid the annual service charge beyond the effective date for the new tenant, proper refund may be approved for the old tenant.

(b) Where notice of cancellation of all or part of a contract has been received, and where the subscriber has paid the annual service charge beyond the effective date of cancellation, proper refund may be approved.

3. Terminal Contract Settlement Charges

Forms involving complete or partial cancellation may be approved providing such action conforms to the instructions contained in Supplement Nos. 12 & 14 to General Instructions No. 9-B Revised, covering Terminal Contract Settlement Charges.

L. J. O'Brien, General Sales Manager.

Concurred in:

A. E. Smith, Vice President.

[fol. 2788] District Sales Manager

Delegation of Authority

Authority is hereby delegated to you to deal in your discretion with all matters relating to the execution of new, renewal, and rider contracts for Central Station, Local Alarm, and Direct-Connected Protection Services only, and to authorize the installation of equipment required thereunder, within the provisions of General Instructions #41, providing the subscriber's credit rating is such as to insure payments specified in the contract, the annual or advance service charge for any one service does not exceed

$5,000.00, and providing, further, that the limiting stipulations below are fully observed. In acting under this authority, it is understood that you will direct to my attention all matters of which, in your judgment, I should be apprised, even though they may come within the scope and limits of this authority.

Contracts

1. Contracts shall be written on appropriate contract forms provided for the service or services sold, and shall be properly executed by an authorized representative of the Subscriber.
2. Service or services provided for in the contract shall conform to the policies established and promulgated by the Company, especially those covered in Executive Circular No. 9.
3. Printed text of the contract shall not be altered by deletions or additions, excepting as follows:
   (a) The payment clause of contracts may be altered so as to provide for payment of the advance service charge upon completion of the installation, or to provide for part payment upon signing the agreement, and the remainder upon completion of the installation.
   (b) The payment clause of contracts may be altered to provide for payment of the annual service charge semi-annually, quarterly, or monthly.
   (c) The escalator clause of contracts may be altered so as to guarantee the annual service charge up to three years in accordance with Commercial Circular 174, dated 4/1/47.
   (d) The printed text of contracts may be augmented by appropriate clauses contained in Commercial Instructions No. 8 (Revised) dated July 28, 1954.

[fol. 2789] Service Charges

1. Service charges shall be in conformity with current minimum basis service charges promulgated for the

particular service and its variations, excepting as follows:

(a) Provision may be made to collect the advance service charge over a period not to exceed one year, when credit references warrant and the provision is essential to the securing of the contract.

(b) When essential to the securing of a contract, the advance service charge, or any portion thereof, may be included in the annual service charge.

Note: When contracts are accepted under conditions* (a) or (b) above, an amortization charge of 3% per year shall be added to the amount of the advance service charge amortized.

(c) Minor undercharges or overcharges resulting from miscalculation of units or errors in mathematical computation.

(d) Where quotations have been made based on the published schedule of charges, and where there is a subsequent increase in charges, such quotations shall be honored as standard for a period of 30 days after the effective date of the increase in charges.

(e) Where contracts with new tenants are taken to the expiration date of the superseded agreement, and at the same charges as the superseded agreement.

(f) Where a renewed contract is below standard but where the annual service charge secured is in conformity with Supplement No. 5 to Commercial Instructions No. 1 (revised).

(g) Where a renewed contract is written at standard charges but the increase to standard is progressive over the term of the contract.

(h) Where known direct competition is encountered and where the obtaining of such contracts is in the best interests of the Company, contracts may be approved with an annual service charge

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* Changed to 1% per year effective 1-1-59, as indicated in price schedule attached.

not less than 80% of the minimum basic charge, and with an advance service charge not less than 60% of the minimum basic charge. It is understood that contracts of this type should be held to an absolute minimum and should be accepted only after complete investigation as their desirability from all standpoints.

[fol. 2790] General

1. Direct-Connected Services

(a) Prospective subscriber shall be located within 60 miles of the servicing central station, unless situated in a municipality cleared for direct connected solicitation.

(b) Fire and/or Police Departments shall be adequate and shall have a paid man on duty 24 hours each day.

(c) Written permission to install headquarters equipment shall be obtained from responsible municipal officials.

2. Refunds

(a) Where a new tenant takes service for the unexpired term of a contract, and where the old tenant has paid the annual service charge beyond the effective date for the new tenant, proper refund may be approved for the old tenant.

(b) Where notice of cancellation of all or part of a contract has been received, and where the subscriber has paid the annual service charge beyond the effective date of cancellation, proper refund may be approved.

3. Terminal Contract Settlement Charges

Forms involving complete or partial cancellation may be approved providing such action conforms to the instructions contained in Supplement No. 12 & 14 to General Instructions No. 9-B Revised, covering Terminal Contract Settlement charges.

Vice President.

Concurred in:

President.

[fol. 2791] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 213

CC: Mr. A. Gaston

December 29, 1955.

Mr. L. J. O'Brien,
General Manager of Sales Production

R. H. Macy—Paramus, N. J.

As a result of a telephone call made in your presence a few days ago, we have information which seems to confirm our own understanding. While there is nothing new in the information, it is highly confidential and no direct or indirect reference should be made of it.

Mr. Fahey's lack of enthusiasm for ADT apparently stems from an inoperative gate valve in the Long Island City warehouse. Apparently he feels that he did not get the attention that the occurrence and Macy's importance warranted. He says that everyone he has met from ADT is helpful, considerate and high calibre but that the organization is too big to provide the personal attention he believes the importance of his employer requires.

The net of it is that Mr. Fahey indicates that when he gets the bids he will analyze them and send them upstairs with his recommendation and all things being equal, he will be disposed to recommend the Owl and Central Station Signals combination. What he means by "all things being equal" is not entirely clear but he indicated that he could not see the point of recommending ADT if there was a big difference in price. That suggests that it it primarily a matter of price and, as indicated to you in recent conversation, you have my approval to cut the price as drastically as you wish to get the job.

The information I have is that Mr. Fahey may or may not have the final say respecting services other than burglar alarm as far as the Paramus job is concerned. He is said to be an ex-FBI man who had charge of the New York office for a time and is highly regarded nationally respecting his knowledge of department store security measures and is also highly regarded by the Macy organization.

This is in general confirmation of our telephone conversation of this morning.

President, [E. Gaston], Stipulation No. 1.

MT

[fol. 2792] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 214

CINCINNATI, OHIO

April 25, 1958.

Received April 28, 1958, Executive Accounts Department
Mr. Alex Gaston
Executive Accounts Representative
New York

Re: The McAlpine Company
13-25 West Fourth Street
Cincinnati 2, Ohio

After presenting our Sprinkler proposal, as indicated under date of April 25th, I discussed Burglar Alarm Protection with Mr. Doss, Sup't. who authorized a survey since they are dispensing with watchmen.

As previously explained in my letter of April 25th, this company has competitor's Burglar Alarm Service in 2 Shopping Center Stores. Because of our prices, we lost the Burglar Alarm in the Shopping Center Stores. Mr. Doss was not going to permit us to quote on Burglar Alarm in the downtown stores, however, after discussing this with him, he authorized a survey and quotation, per the attached contract.

We are familiar with this competitor's quotation, and have therefore cut the charges on 23 units from $1140.00 advance service charge to $440.00, and from $806.00 to $495.00 annual service charge. These figures are still higher than the competitor's normal quotation; however, to prevent the competitor from getting into a downtown large department store, I feel that we had to cut prices as above indicated or lose the job, which would give a tremendous amount of prestige to the competitor in getting in the large downtown stores.

We are today presenting this proposal to Mr. W. H. Doss, Sup't.

D. M. Gates, Sales Representative.

DMG:ls

Attach.

[fol. 2793] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 215

WASHINGTON, D. C.
November 14, 1952.

Mr. A. E. Smith:

Federal Engineering Co., Inc.
Washington, D. C.

Supplementing my letter of 11-4-52, I am now reliably informed that our "friend" Jack Brosnan has secured a ten year lease on suitable quarters, meeting the approval of the Insurance Rating Bureau of D. C., at 7th & K Streets, N. W., Washington, D. C. and that he intends to move from his present location at 1108 K Street, N. W. into these new quarters on or about 1-1-53. I am further informed that he plans thereafter to reconstruct his present "reporting center" equipment to ultimately meet the requirements of the Underwriters' Laboratories Inc. and the NBFU specifications and subsequently request approval of his operation for insurance recognition. He anticipates, according to his present schedule, to be operating an approved Central Station on or about 6-30-63.

Our source of information further indicates that he has been able to obtain additional financing although this development has been questioned by other sources of information.

Furthermore while assisting in the training of Mr. W. J. Robinson as our new Commercial Representatives in Washington, I have encountered several specific cases of competition indicating that his men are on the job getting business. In fact, I found to my dismay that he has obtained contracts from three (3) prospects with whom Commercial Representative Beckham was negotiating until recently.

The foregoing is furnished as a matter of information and with our assurance that future developments will be

carefully watched and reported as they occur. If effective competition really develops, specific plans for meeting it will be recommended.

J. B. Bodley, Commercial Superintendent.

JBB/crs

cc: Mr. M. H. A. Lindsay.

[fol. 2794] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 216

March 14, 1961.

Personal
Mr. W. J. Robinson
District Sales Manager

Competition
Fidelity Electronics Protective Service
Pittsburgh, Pennsylvania

Perhaps you have seen the attached letter from Mr. Young to Mr. Turner dated February 23 and the newspaper clipping referred to.

As you can understand, it is very important, particularly at this time, that we receive up-to-date information on any new competitive situation with which we are not completely familiar. You will note the attached does not give too much concrete information and deals mostly in hearsay. Will you please, as soon as possible, have one of your Pittsburgh men check into this more thoroughly and write us a report as to just what this competitor is doing and what sort of a central station he has in operation. In this connection, please let us know what, if any, insurance approvals he has received for his central station operation.

As mentioned above, please be sure to give us all the information you can as it develops on any new competitive situation.

L. J. O'Brien, General Sales Manager. By: Ray Brechbill, Assistant to General Sales Manager.

rmh

Attach

[fol. 2795] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 217

WASHINGTON, D. C.

October 27, 1960.

Confidential

Mr. L. J. O'Brien
General Sales Manager

National Protective Corporation
Baltimore, Maryland

We advised you a couple of months ago that the subject Corporation which is controlled by EPC had submitted to the Maryland Rating Bureau plans for the construction of an underwriters approved central station. We have been observing the progress of construction and wish now to report that the building appears to be almost completed.

As you will observe from a number of recent competition reports prepared by our Baltimore Sales Representatives, EPC is actively soliciting contracts for Central Station service. We do not have a broad enough pattern of information as yet to enable us to give an accurate comparison of their rates and ours. We do know that on several small competitive jobs we have been successful at 60-80. Rumor has it that they are consistantly quoting higher than our 60% Advance Service Charge and consistantly lower than our 80% Annual Service Charge. You will recall that Federal Engineering in Washington for some time was consistantly high on Advance Service Charges, due presumably to a lack of capital. Now they are usually well below our 60-80 formula on both Annual and Advance.

To the best of our knowledge, EPC has not hired any new salesmen and it does not appear at this time that we are about to face as disruptive a situation in Baltimore as we are facing in Philadelphia.

As we develop a broader and more comprehensive pattern of information on this competitive situation we will report further to you.

E. J. Heisley, District Sales Manager.

EJH:rb

[fol. 2796] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 218

MINNEAPOLIS MINNESOTA,

March 13, 1959.

Mr. L. J. O'Brien
General Sales Manager
New York, N. Y.

Competition—Autocall and Automatic Alarm, Minneapolis, Minnesota

As you know, we have rather a bulky file on the activity of the last two or three years which reports in detail the attempts, particularly of the Automatic Alarm Company, to sell central station service. Last fall, after Mr. Bugbee's visit and contact with the local Bureau, etc., we felt that the request of Automatic Alarm for approval of their so-called central station had been successfully blocked. The Autocall, who has made certain sporadic attempts to get their services hooked up into some of the Minneapolis suburb fire headquarters, has also been denied authority to make such hook-ups except on the same basis as ADT's method of transmission by recorder, followed up by telephone call verification.

However, our good friend, Mr. Jim Driscoll, resident Field Manager of the FIA, when we were in his office recently, showed us Underwriters Laboratories' cards, clearly indicating their listing the Automatic Alarm Company for Grade A-3 central station services. Of course, our competitor has already provided local certification by the installation of a system similar to our 425-830, and certified those sets that were directly connected to the telephone answering service on a local basis because of the presence of the gong at the premises.

Following up this information, Mr. Nolan, Chief Engineer of the Bureau, in conversation with Mr. Pryor, our Sales Representative in St. Paul, recently stated that the first time the Automatic Alarm Company requested recognition for central station fire protection services, they had indicated they would make the necessary changes and conform, per-

mitting recognition, though Mr. Nolan apparently was very anxious to indicate that as of the moment, they had not been approved.

Mr. Ed Heath, Superintendent of the Fire Signalling Communication, advised me he has not heard from Mr. Lewin of the Automatic Alarm Company or seen him since he gave him permission, almost six months ago, to install a recorder in the fire department, for the express purpose of setting up equipment that could stand inspection and rating by the Bureau and the NBFU.

[fol. 2797] Mr. Heath told me also he had checked a couple of times with the local inspection bureau as to the status of the matter and was merely told they had not gotten to it yet. Notwithstanding this vagueness which surrounds all the information we are able to get, Mr. Borderud, in negotiating for ADT services in a very large building that Gamble-Skogmo (a National Account) is erecting, found out that Mr. Lewin was actively in the competitive picture. The only signalling headquarters that we know of is a telephone answering service in the McKnight Building, in which location we understand he has set aside a separate area for the installation of signal recording apparatus and is combining the duties of certain of his telephone answering girls to the handling of fire protection signalling equipment. We further understand he has two people on duty at all times, ostensibly only concerned in the operation of the fire supervisory end of the business, and in no wise concerning themselves in the telephone answering.

Whether he has been assured by the interests having jurisdiction that the set-up will qualify for central station approval and credits, or not, Mr. Lewin himself obviously is assured in his own mind that he can, or he would not actively solicit ADT customers for services which he must state he can duplicate. Already, based on his Underwriters Laboratories' approval, he has been active in strictly the central station B.A. field. As a matter of fact, Mr. Borderud encountered his competition recently, and with my approval reduced all rates and secured the contract, in spite of the Automatic Alarm Company. From our observation, we would judge he is quoting on a 70%-70% of our MBR basis.

Mr. Heath's position in the matter is: That he is unable to deny fire department space and co-operation in the han-

dling of fire signalling communications to this concern because the original approach by Mr. Lewin indicated he was going to exactly duplicate, after proper approval and recognition by the governing bodies (i.e. the local inspection bureau and the NBFU) the identical set-up and devices, circuitry and operation, presently used by the ADT. Mr. Heath's point is that surely, at the ADT's urging and insistence, either the Bureau or the NBFU should definitely inspect and grant, or deny, the man's request for approval and credit rating.

At the time of Mr. Bugbee's visit, certain thought and consideration was given to the possibility of arranging, possibly through Mr. Sullivan's and Mr. Lindsay's good offices, that an engineer of the NBFU pay a visit to Minneapolis, whereupon this matter could be discussed by this engineer and the Bureau, with a view of letting the Automatic Alarm Company know definitely whether the telephone answering sub-standard hook-up was going to be accepted, or just exactly what he would have to do to set up central station operation that would be acceptable to the NBFU and the local Bureau.

[fol. 2798] Personally, I believe that because of our effort to get Fargo set up and accepted some years ago, by the Minnesota Bureau, our efforts to insist that the Automatic Alarm not be permitted to operate on an accredited basis in Minneapolis, unless they conformed entirely to the standards now held to by ADT, has been somewhat irritating to the local Bureau. Hence, we have never been able to get a real, on top of the table conference as to just what Mr. Lewin has proposed.

In any event, approval or no approval, Mr. Lewin has started the same kind of campaign which involves present and future ADT subscribers, exactly the same way as the Merchants Police in Milwaukee successfully pursue. Rather obviously, unless we immediately proceed to meet him right at the starting point with a flexible price program, such as we belatedly put in effect in Milwaukee, it is going to be impossible to successfully contain his operations.

The suggestion is made that where necessary we be authorized to meet the 70%-70% formula at least, and by manipulation of the 70% installation cost figure, put ourselves in position to compete with Automatic Alarm price-

wise. Another method of attack, and one which has some merit, is to develop a way of selling some re-designed B.A. systems, possibly 425-830's, which we can go into his own field with, i.e. the local alarm field, and give him something to worry about in his own bread and butter. If we could effect this, he would definitely become less and less concerned with trying to invade our field, if we could put him on the defensive in his own area of operation.

E. Turnbull, District Sales Manager.

et/mt

CC: Mr. J. B. Rustic, Mr. A. W. Schoumaker, Mr. W. R. Borderud.

Copy: Mr A. W. Sullivan.

[fol. 2799] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 219

HOUSTON, TEXAS

December 22, 1958.

Mr. L. J. O'Brien
General Sales Mgr.
New York City

Competition—Fort Worth

Smith Detective Agency is presently operating circuit type central station service in Fort Worth from their Dallas central station. In addition, they utilize a Fort Worth Telephone Answering Service. Other than the telephone answering service they have no office in Fort Worth but do maintain a patrol car.

Dallas installation crews do all of the Fort Worth installation. Bookkeeping, billing, etc., is by the Dallas central office. Full time Sales Representation is maintained in Fort Worth, although headquarters is Dallas.

All services are offered by Smith in Fort Worth. Certified burglar alarms and approved fire alarm systems are offered.

Initially, Smith solicited ADT subscribers. They are now competing on most new construction as well as a continuing campaign on present subscribers. The extent of direct competition has increased steadily and approximately 50% of the jobs are now competitive with the competitive bidding increasing rapidly.

At present, there are no signs indicating the opening of a Fort Worth central station by Smith. Apparently their present plans are to expand coverage into Fort Worth from the Dallas Central Station.

Our competitive plan in Fort Worth has been to insure that present accounts are retained and to competitively bid new jobs where competition is encountered.

To adequately cope with aggressive competition, intensive coverage is necessary. It is recommended that another Sales Representative be added to the Dallas-Fort Worth area, especially concentrating on the rapidly growing industrial area between these cities.

J. D. Patton, District Sales Manager.

JDP:BG

[fol. 2800] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 220

NEW ORLEANS, LOUISIANA

January 14, 1960.

Mr. J. D. Patton
District Sales Manager
Houston, Texas

New District Account

Letellier—Phillips Paper Co., New Orleans, La.

The headquarters here in New Orleans for the above concern has final say-so for all of Letellier—Phillips affiliates. After visiting with Mr. C. C. Reine he informed me that he has final approval or disapproval power of all protective services used by the following owned and operated companies of Letellier—Phillips:

√American Paper Stock Co., Dallas, Texas
√American Paper Stock Co. Ft. Worth, Texas. Copy Cont.—400-401
American Waste Paper Co., San Antonio, Texas. Copy Cont.—400-401
Alexandria Waste Paper Co., Alexandria, Louisiana
Capitol Waste Paper Co., Baton Rouge, Louisiana
Houston Paper Stock Co., Houston, Texas, Copy Cont.—400-401
Lake Charles Waste Paper Co., Lake Charles, Louisiana
Shreveport Waste Paper Co., Shreveport, Louisiana
Lafayette—Southwester Waste Paper Co., Lafayette, La.

I told Mr. Reive that in the future I would be handling all of his contacts with ADT and he seemed to like the idea very much.

I asked why we did not have his plant in Dallas, and he told me that we did at one time, but we lost it to Smith (Competitor Dallas) over cost factors. He told me that he would like to have ADT in Dallas. I told him that I would have his Plant resurveyed (American Paper Stock Co., Dallas, Texas), and get together with him on the price. He told me that he would throw Smith out if I could give him a good rate. Please ask the Representative in Dallas to give me a complete survey on the Plant there for BA and SS & WF. Have him figure it as close as our Dallas rates will permit. Also if he can get an idea from the local people as to what they are paying Smith—this would be helpful, but I doubt if it's possible. I would like to have this survey as soon as possible and also a confirmation from you as to what rates I can quote in Dallas. I might have to go rock-bottom to get it away from Smith.

The only other location where he is using a competitor is in Austin, Texas, and you know the story there.

Also please have the Houston, Fort Worth, and San Antonio Representatives supply me with all pertinent facts on the local Plants and I would like to have a copy of [fol. 2801] contracts, forms 401, 400 and all other information that they might have available.

I need this information because Mr. Reine will be calling me any time he has a renewal, additions, new services or needs to negotiate in any way.

R. W. Rice, Sales Representative.

RWR:mek

P.S.

The attached Rough is the information needed by you to set this account up as a District Account.

RWR.

[fol. 2802] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 221

WASHINGTON, D.C.

November 22, 1960.

Mr. L. F. Lytle
Sales Representative

Reliable Stores Corporation
T/A Hub Furniture Company
309-319 Seventh Street
Washington, D. C.

I am herewith returning for re-negotiation the supplemental contract dated November 10, 1960 with the above for 2 additional BA units.

To the best of my recollection, this little contract appears to reflect about as weak a selling performance as any I have seen. It is my understanding that the regional manager of this firm approved an expenditure of $24.00 per annum and an Advance S. C. of $45.00 for this additional protection. Had we accepted these sums we would have accomplished nothing towards rectifying the sub-basic condition of the parent contract, but at least we would not have increased the percentage of deficit. As you well know, contacts only are offered at a 50% rate and it is completely impossible for me to believe that you could not, with a minimum amount of effort, have obtained $24.00 and $45.00.

I flatly decline to approve this supplemental contract, or send it to New York for approval. I would prefer to give the two units to the subscriber if they are so tight or so poor that they cannot pay $24.00 and $45.00 for 2 additional units.

In the future you will please bear in mind that it is a sales representative's responsibility, when negotiating supplemental contracts, to consider the need for improving the over-all rate condition by obtaining an excess wherever there is a deficit on the parent contract and wherever circumstances will permit this. Under no circumstances do you or any other sales reprsentative have the authority to compromise the rate and increase the deficit under conditions such as existed in the subject case.

[fol. 2803] The remarks on the Form 701 would seem to indicate that you feel that the subscriber has the right to establish our rates. Obviously, we would not have competition on a supplemental contract such as this one and there is not within the Company's price regulations any group rate formula, though one might conceivably be set up, under very unusual conditions, by executive office approval.

E. J. Heisley, District Sales Manager.

EJH/gb

[fol. 2804] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 222

Comparative Summary of Percentages of Minimum Basic Service Charges Secured

	Annual Service Charges			Advance Service Charges		
	1957	1958	1959	1957	1958	1959
Akron	94.7	93.5	97.9	68.5	80.2	86.4
Albany	93.0	90.4	94.1	95.7	99.3	96.5
Allentown	96.0	101.6	100.2	71.2	92.4	87.2
Atlanta	98.4	101.1	103.4	92.1	97.8	96.6
Baltimore	99.0	99.1	98.8	76.0	93.3	97.1
Birmingham	100.8	99.5	100.4	101.1	99.2	91.0
Boston	73.1	79.9	85.0	87.7	89.1	96.6
Bridgeport	97.6	99.7	97.7	94.8	99.0	94.6
Brockton	92.2	88.0	91.3	82.7	71.1	77.5
Buffalo	98.4	100.0	98.1	96.7	100.8	99.5
Camden	99.3	94.3	96.7	97.3	71.0	84.6
Canton	94.8	94.5	98.4	85.9	79.2	89.5
Cedar Rapids	96.9	89.3	102.1	88.2	91.7	109.2
Charleston	92.0	97.6	99.4	93.1	100.2	94.9
Chattanooga	100.9	100.1	102.2	93.2	68.1	95.7
Chicago-Main	91.8	95.2	94.3	72.3	77.9	70.4
Chicago-Englewood	94.4	94.9	97.8	66.3	69.0	83.7
Chicago-North	96.7	95.5	97.9	68.0	64.1	77.0
Chicago-West	96.6	95.6	96.9	73.8	67.3	73.5
Chicago-Yards	96.6	95.5	96.7	55.9	62.8	74.1
Cincinnati	90.9	90.1	89.9	82.4	81.6	63.3
Cleveland	91.3	90.8	92.1	70.2	74.1	63.5
Cleveland-East	90.5	92.4	93.2	68.4	79.5	65.2
Columbus	93.5	95.1	96.7	95.7	92.0	97.2
Covington	99.7	87.4	81.1	93.4	76.4	60.4
Dallas	75.7	73.8	79.0	27.5	32.6	44.9
Davenport	98.3	95.2	98.6	96.8	93.5	99.1
Dayton	90.0	90.9	94.3	78.9	69.3	58.5
Denver	92.4	90.1	92.5	92.7	80.9	83.9
Des Moines	97.7	99.4	104.7	82.8	100.0	101.6
Detroit	91.5	93.1	88.4	64.2	65.4	76.4
Dubuque	100.0	110.8	95.9	100.0	84.4	—
Duluth	99.4	102.4	93.9	99.5	99.0	98.8
East St. Louis	98.5	102.0	102.2	94.7	92.7	101.6
El Paso	96.8	94.7	95.9	95.4	94.1	101.5
Erie	93.3	97.3	99.2	103.2	99.5	74.1
Evansville	85.0	93.0	90.4	77.8	71.3	68.2
Flint	80.8	90.6	79.5	82.5	83.6	91.3
Fort Wayne	90.9	97.9	98.0	85.3	94.6	81.1
Fort Worth	97.4	95.7	89.5	95.8	80.0	62.8
Galveston	102.2	94.3	99.2	109.5	96.8	97.8
Grand Rapids	96.3	93.9	95.8	92.0	87.5	91.1
Green Bay	96.1	97.6	99.2	99.3	74.2	78.5
Hamilton	95.3	96.0	128.8	93.6	105.1	103.8
Hammond	98.3	96.3	103.2	72.0	40.5	83.6
Hartford	96.3	93.1	95.9	101.7	98.4	98.7
Houston	91.3	86.3	90.0	64.9	63.7	68.5
Huntington Park	98.8	98.0	97.3	88.1	77.5	71.6
Indianapolis	93.6	90.0	89.9	65.2	74.6	82.2
Jackson	84.0	99.2	97.2	80.6	95.1	97.1
Jacksonville	101.4	102.2	101.2	98.8	93.3	104.6

[fol. 2805j

	Annual Service Charges			Advance Service Charges		
	1957	1958	1959	1957	1958	1959
Jersey City	97.4	97.5	95.7	90.1	82.7	85.3
Kalamazoo	100.7	99.5	96.1	94.5	77.5	95.3
Kansas City, Kan.	99.9	94.0	94.4	91.0	41.2	70.6
Kansas City, Mo.	95.1	95.0	97.1	90.2	95.1	86.0
Knoxville	96.7	99.8	100.5	80.7	94.3	85.4
Lansing	89.5	94.7	93.2	74.9	55.7	85.7
Lincoln	95.3	102.4	91.0	97.9	109.6	99.0
Long Island City	90.1	89.2	92.0	77.6	76.9	83.1
Los Angeles	94.3	93.3	95.0	77.6	67.9	66.0
Louisville	98.3	99.5	95.1	80.7	95.1	88.9
Memphis	95.1	95.5	94.4	81.2	95.1	80.4
Miami	101.2	100.5	106.6	96.8	96.6	104.3
Milwaukee	95.2	89.2	92.0	77.0	36.3	55.0
Mineola	(1) —	—	89.2	(1) —	—	82.7
Minneapolis	94.8	97.3	99.8	88.2	88.8	90.3
Muncie	92.9	92.5	91.5	69.7	65.0	70.9
Muskegon	100.1	102.4	99.0	96.5	98.9	112.6
Nashville	101.6	100.9	101.7	96.7	94.3	103.2
Newark, N.J.	101.1	100.7	96.8	97.1	82.5	86.5
Newark, O.	—	79.9	97.8	—	79.2	—
New Haven	94.9	97.1	100.6	94.6	48.3	93.8
New Orleans	97.0	97.1	99.0	94.2	95.9	97.0
New York City	94.2	96.9	94.4	78.4	83.1	96.0
Oakland	99.1	98.7	102.3	93.6	91.9	98.3
Oklahoma City	93.6	94.0	90.0	94.4	59.6	69.2
Omaha	95.7	97.5	103.0	93.1	99.8	98.2
Oshkosh	96.0	93.9	98.6	127.5	54.0	88.4
Paterson	97.4	96.9	95.5	92.3	89.6	91.2
Peoria	99.5	94.1	95.8	88.5	90.0	90.8
Philadelphia	95.5	92.8	87.4	91.4	82.0	72.0
Pittsburgh	100.7	97.5	98.9	96.6	95.9	93.0
Portland, Me.	98.5	97.7	99.5	92.0	101.8	81.4
Portland, Ore.	99.5	99.3	97.5	97.5	83.0	107.6
Quincy	102.1	101.8	100.0	104.7	100.1	90.8
Racine	93.9	97.0	98.7	107.7	86.8	60.9
Reading	96.5	96.2	98.0	88.3	90.7	92.1
Richmond, Va.	100.2	99.3	99.2	97.1	87.4	84.3
Rochester	97.9	98.5	99.2	96.2	84.6	99.7
Rock Island	92.8	97.4	100.3	100.1	97.7	119.6
Rockford	97.6	99.4	100.4	105.0	97.8	101.1
Sacramento	94.7	98.4	95.1	78.1	74.3	69.9
Saginaw	90.9	93.8	94.8	92.0	91.3	87.9
Salem	97.0	87.1	89.6	97.5	80.7	94.9
Salt Lake City	100.2	104.6	104.6	103.9	101.9	105.0
San Antonio	98.6	99.9	100.9	93.5	88.0	96.9
San Diego	(1) —	—	102.9	(1) —	—	89.4
San Francisco	98.4	96.7	96.5	88.4	89.7	91.0
San Jose	(1) —	—	97.4	(1) —	—	77.3
Savannah	85.9	88.9	100.1	99.2	97.0	112.7
Scranton	97.1	95.4	97.8	84.7	76.4	89.5
Seattle	97.8	99.2	100.0	103.0	99.7	102.2
Sioux City	90.2	94.4	82.7	100.0	94.9	86.4

[ol. 2806]

	Annual Service Charges			Advance Service Charges		
	1957	1958	1959	1957	1958	1959
Sioux Falls	49.3	98.2	104.0	61.9	95.4	88.8
South Bend	97.5	93.4	96.5	82.1	60.6	93.6
Spokane	87.3	97.9	109.0	97.1	83.5	104.4
Springfield, Mass.	95.5	94.5	96.6	93.4	90.1	97.8
Springfield, Ohio	96.5	97.3	94.5	94.5	98.4	93.6
St. Joseph	98.5	100.1	86.6	98.6	84.2	101.7
St. Louis	89.8	86.8	91.8	75.6	55.3	73.1
St. Paul	99.9	98.2	99.2	98.3	92.0	98.3
Superior	97.9	101.9	97.8	32.0	100.0	94.8
Syracuse	99.1	99.2	102.5	99.6	100.1	92.0
Tacoma	99.2	100.0	102.8	91.0	97.9	113.7
Terre Haute	95.7	97.9	91.7	66.5	101.0	83.3
Toledo	97.6	99.5	100.5	94.4	94.0	90.1
Trenton	96.9	92.9	92.0	92.6	90.7	91.6
Utica	98.8	103.7	100.5	99.7	95.8	99.0
Washington	96.9	99.4	98.2	73.1	86.7	90.2
Waterbury	97.5	97.4	94.2	102.6	100.1	105.7
Wichita	101.1	98.2	102.2	100.5	98.9	94.0
Wilmington	99.1	94.5	98.6	90.3	91.5	90.1
Winston-Salem	100.1	95.1	91.9	83.6	74.9	97.6
Worcester	87.9	88.1	90.4	93.9	79.2	93.9
Youngstown	98.0	95.9	101.8	89.8	87.9	85.0
Zanesville	75.6	82.8	81.9	—	100.0	87.0
Bankers E.P. Assn. (Mass.)	99.7	97.8	97.5	99.3	101.0	100.3

(1) Operations commenced in 1959.

[fol. 2807]

Comparative Summary of Percentages of Minimum Basic Service Charges Secured

	Annual Service Charges		Advance Service Charges	
	1960	1961	1960	1961
Akron	93.4	93.4	79.3	86.8
Albany	94.3	95.2	90.0	88.6
Allentown	104.3	97.3	87.6	95.2
Atlanta	100.2	96.7	92.4	90.9
Baltimore	96.3	94.9	92.2	80.4
Birmingham	98.4	102.2	86.7	105.9
Boston	81.2	83.3	90.3	87.9
Bridgeport	99.9	96.5	95.0	81.5
Brockton	97.1	98.5	96.0	95.4
Buffalo	96.5	98.5	98.9	98.2
Camden	85.4	83.5	66.4	67.5
Canton	94.4	99.1	85.9	95.4
Cedar Rapids	94.4	98.6	99.7	97.4
Charleston	97.7	101.5	97.3	102.6
Chattanooga	99.7	100.9	101.7	94.6
Chicago-Main	92.7	91.2	70.6	62.9
Chicago-Englewood	97.0	96.1	74.7	73.4
Hammond	101.1	102.7	89.1	65.7
Chicago-North	95.1	95.1	69.4	66.1
Chicago-West	93.9	95.8	69.5	81.8
Chicago-Yards	97.4	95.1	74.5	73.2
Cincinnati	75.5	82.6	52.6	53.0
Covington	86.1	80.4	75.7	65.2
Cleveland-Main	93.1	88.2	62.5	68.3
Cleveland-East	90.4	89.1	48.3	49.3
Cleveland-West (2)	93.2	93.8	54.4	61.0
Columbus	95.4	92.9	95.3	78.7
Dallas	72.4	75.5	41.8	50.6
Dayton	71.9	77.5	42.0	45.7
Denver	83.6	84.5	79.9	70.8
Des Moines	101.3	104.6	110.2	101.7
Detroit	91.6	90.7	69.3	72.3
Dubuque	101.2	87.6	97.6	——
Duluth	97.9	84.7	85.5	85.6
Superior	116.2	99.7	57.4	94.1

[fol. 2808]

East St. Louis	95.8	99.1	100.0	86.8
El Paso	88.3	95.6	92.4	78.2
Erie	98.3	97.6	98.7	70.0
Evansville	88.7	95.5	87.7	92.3
Flint	93.5	88.0	88.7	71.1
Fort Wayne	103.2	100.0	71.7	78.1
Fort Worth	85.0	87.8	61.5	59.2
Galveston	91.7	95.3	92.7	104.5
Grand Rapids	96.5	98.9	98.0	93.6
Green Bay (6)	88.3	93.2	78.8	87.1
Hamilton (7)	93.3	94.1	103.9	81.6
Hartford	93.3	97.0	101.1	98.7
Houston	87.7	85.5	67.9	63.9
Huntington Park	91.9	82.8	61.3	48.4
Indianapolis	87.8	89.0	75.2	79.0
Jackson	101.0	92.3	93.4	54.6
Jacksonville	100.5	103.2	97.1	96.5
Jersey City	90.2	89.8	79.9	73.2

	Annual Service Charges		Advance Service Charges	
	1960	1961	1960	1961
Kalamazoo	95.3	105.3	94.3	97.9
Kansas City, Mo.	96.4	93.2	80.9	74.3
Kansas City, Kan.	97.2	95.9	72.8	73.3
Knoxville	92.2	99.9	79.7	95.2
Lansing	87.8	97.1	90.4	75.9
Lincoln	92.9	101.0	79.6	100.0
Long Island City	89.3	88.6	76.2	73.8
Los Angeles	89.6	79.1	55.9	57.4
Louisville	101.4	98.0	99.2	89.9
Madison, Wisc. (2)	85.7	94.7	40.1	74.6
Memphis	96.1	98.2	98.8	97.0
Miami	104.8	105.6	101.0	95.2
Milwaukee	85.2	87.6	57.2	58.5
Mineola (1)	86.9	88.0	74.1	83.5
Minneapolis	93.9	91.9	77.5	74.7
[fol. 2809]				
Muncie	83.5	91.4	58.6	88.1
Muskegon	98.5	94.4	104.9	103.0
Nashville	101.6	97.3	98.3	75.2
Newark, N. J.	90.1	94.1	74.4	83.4
New Brunswick, N.J. (2)	90.5	92.1	—	79.6
New Haven	98.1	94.0	97.0	95.1
New Orleans	100.4	98.5	100.1	94.6
New York City	94.0	93.3	86.5	73.2
Oakland	95.8	95.8	82.4	85.3
Oklahoma City	85.8	85.0	67.2	65.2
Omaha	96.7	97.5	91.8	96.7
Oshkosh	101.5	96.1	95.0	81.6
Paterson	89.8	90.0	82.0	83.4
Peoria	97.3	99.2	76.9	90.8
Philadelphia	82.8	71.8	88.2	61.2
Pittsburgh	95.7	90.7	98.9	96.8
Portland, Me.	93.1	99.0	88.0	102.0
Portland, Ore.	99.7	99.7	100.4	89.5
Quincy	104.0	102.0	82.5	87.8
Racine (5)	94.5	96.4	85.9	99.4
Reading	90.3	94.1	73.1	82.8
Richmond, Va.	89.4	97.6	75.2	75.2
Rochester	97.5	100.0	95.4	95.7
Rock Island	101.9	104.2	98.7	108.5
Davenport	96.8	97.3	100.1	76.5
Rockford	102.5	98.9	100.8	83.0
Sacramento	93.6	97.7	81.8	91.9
Saginaw	90.8	98.0	77.8	98.0
Salem	91.6	96.2	76.6	91.5
Salt Lake City	96.1	102.0	97.5	100.7
San Antonio	97.7	97.9	79.9	79.5
San Diego (1)	95.9	91.1	84.3	71.9
San Fernando Valley (4)	—	—	—	—
[fol. 2810]				
San Francisco	95.1	94.0	91.2	85.7
San Jose (1)	92.3	95.4	85.3	86.4
Savannah	97.6	102.2	101.4	96.9
Scranton	90.7	88.0	83.6	58.0
Seattle	96.8	98.6	101.1	98.7
Sioux City	88.9	86.7	98.9	99.8

	Annual Service Charges		Advance Service Charges	
	1960	1961	1960	1961
Sioux Falls	96.0	98.2	103.3	106.7
South Bend	99.6	98.1	82.0	97.0
Spokane	95.5	104.9	96.6	97.5
Springfield, Mass.	92.7	97.5	97.6	103.5
Springfield, Ohio	97.2	98.8	97.0	92.8
St. Joseph	94.1	98.3	48.3	74.5
St. Louis	92.1	84.4	80.4	67.3
St. Paul	94.7	93.3	81.9	77.2
Syracuse	98.3	99.3	99.8	97.6
Tacoma	91.1	99.6	100.8	98.3
Terre Haute	94.7	90.0	84.2	95.8
Toledo	99.9	98.4	97.9	91.8
Trenton	90.1	91.2	97.2	91.4
Utica	95.7	99.1	98.1	94.1
Washington	97.6	98.4	87.2	88.2
Waterbury	96.9	96.0	102.5	89.4
White Plains (3)	—	87.0	—	73.0
Wichita	96.4	94.1	83.2	86.3
Wilmington	90.5	93.0	73.9	88.4
Winston-Salem	86.9	100.5	96.0	94.5
Worcester	93.0	83.5	87.8	99.9
Youngstown	97.6	102.0	97.7	99.1

(1) Operations commenced in 1959, (2) 1960, (3) 1961, (4) 1962.
(5) Operations commenced as District Station through Milwaukee in 1959.
(6) Operations commenced as District Station through Oshkosh in 1961.
(7) Operations commenced as District Station through Cincinnati in 1962.

[fol. 2811] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 223

CLEVELAND, OHIO

August 8, 1961.

Personal & Confidential

Mr. L. J. O'Brien
General Sales Manager

Competition—Dayton, Ohio
Liberal Markets, Inc.

To supplement previous correspondence from Sales Representative Clark, this is submitted to your office regarding the competitor's attempt to pirate this account. On Monday, August 7th, at 10:00 A.M., a meeting was had with Mr. Max David, Vice President in Charge of Operations, Mr. Ed Harrison, Operations Engineer, Mr. Clark and myself. Mr. David immediately began to berate Mr. Clark and I, claiming that "for years ADT was charging all that the traffic would bear, and more if ADT found that our service was a necessity to the subscriber, etc. Now that we have competition, we are willing to quote realistic prices, which are still high". Because of his antagonistic attitude, we did not attempt to counter any of his allegations until he had talked himself out—he was hot.

We then attempted to point out, by use of our annual earnings report and financial statement, that some of his allegations were unfounded. We qualified ADT to the utmost and that we are a ninety-year old institution with the top rating in our industry, and that we intended to continue so for another ninety years, and that we were justified and well within our rights to defend our business and intended to hold our subscribers and do whatever was necessary to defend ourselves against all raids by any competitor. Further, we stated that the prices he claimed he had received from Dayton Electronics were unbelievably low to the point of where they were ridiculous. We requested a copy of their proposal. Mr. David refused to give us a copy, however, he did allow us to read the pro-

posal and it was noted in the short time the proposal was in our hands, that the quoted installation costs were from $125.00 to $175.00, and one of $200.00. Annual service charges quoted were from $23.00 to $30.00 per month, with the direct reference that the proposed installations would duplicate existing ADT installations.

We told Mr. David that we did not intend to lose this business as we had worked too hard to secure it and asked what would be necessary to retain their account.
[fol. 2812] He bluntly stated "meet Dayton prices, or else". With continued negotiations, our final offer was a reduction of 40%, approximately $3500.00 per year above the competitor's offer. This was accepted with the understanding that our agreements would be rewritten for a five year term with a one year cancellation clause. Sales Representative Clark is in the process of doing this.

Situations of this type destroy ADT's dignity, prestige, reduce revenue and, most important, lowers the spirit of the individuals involved in combating such competition.

A. S. Jacks, District Sales Manager.

ASJ/aw

[fol. 2813] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 224

WASHINGTON, D. C.

June 9, 1953.

Mr. A. E. Smith
Attention of Mr. Ray Brechbill

Federal Engineering Co.
Washington, D. C.

Will you kindly again check our friend, Ted Snowden, or one of his associates, concerning whether or not the above have received formal approval relative to the classification of their central office and advise us by wire.

Would also appreciate your maintaining contact with this situation and advising us when such approval is granted if such is not already an accomplished fact.

Current information on this subject is of vital importance in combination with our "competitive" sales solicitation work in Washington.

Thanks in advance. Best regards.

J. B. Bodley, Commercial Superintendent.

JBB/mn

cc—Mr. T. P. Russell, Mr. W. J. Robinson.

Received June 10, 1953, Gen'l Comm'l Mgr.

[fol. 2814] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 225

July 15, 1960.

Personal

Mr. J. K. Scott
District Sales Manager

York Professional Pharmacy
5821 York Blvd.
Los Angeles, California

We are returning the attached form 701 for the above job to you for further information regarding the competition Mr. Hubert encountered.

We would like to know the name of the competitor involved, whether or not our prices were higher than the competitor and, if possible, the quotation of the competitor.

This information is of vital importance since it will help us to properly evaluate and determine whether or not the job should be accepted.

Will you please secure this information as quickly as possible so the job is not held up.

L. J. O'Brien, General Sales Manager. L. B. Straus, Assistant General Sales Manager.

LBS:TT

Revised 701 attached. J. K. Scott.

[fol. 2815] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 227

WASHINGTON, D. C.

October 22, 1957.

Confidential

J. B. Bodley

Mr. L. J. O'Brien
General Sales Manager

Original to Messrs Gaston and J. A. MacDonald.

Competition (rumored)
Philadelphia, Pennsylvania

This will supplement my letter of August 13 on the above subject.

We now have some more definite information regarding the interest of Messrs. Harry and Herman Robinson in possibly entering the central station alarm field in Philadelphia. The Robinsons are involved in many real estate holding companies and other business ventures in Philadelphia. It would be difficult to state which is the largest and most important, and difficult also to state exactly how much money these people are worth. From all outward evidence, however, they are very wealthy and very influential. Rumor has it that their gross holdings amount to thirty to forty million dollars. This, like most rumors, should probably be discounted by at least 50%, but still leaves more than enough money to back a full scale competitive central station venture if they choose to proceed.

We do know that the son, Mr. Herman Robinson, contacted Mr. Larry Thomason for the purpose presumably of offering him a position in the management of the proposed new company. It has now definitely been established that the Robinsons did purchase for the sum of $13,000.00 the city franchise for a central station company which was procured some years ago by Mr. Ed Stafford.

A man with Harry Robinson's political connections would seem to have the ability to obtain a franchise without spend-

ing $13,000.00. Herman Robinson stated to Mr. Thomason that they spent the $13,000.00 in order to be able to proceed without delay or without having to spend the legal fees involved in position , hearings, rehearings resulting from competitive protests, etc., etc.

I believe your office was informed some years ago that the Robinsons were interested in buying the Owl Company. These negotiations were alleged to have broken down because Messrs. Henry and Herman Robinson and young Mr. Goldstone developed a serious case of incompatibility. [fol. 2816] Next, it was rumored that the Robinsons were joining forces with Mr. Dogel of the Globe Detective Agency with the idea of a complete protection service company similar to Smith Detective Agency in Dallas. Then the Robinsons and Mr. Dogel were reported to have agreed to disagree and Mr. Dogel was rumored to be going ahead on his own in the central station field. The Robinsons are supposed now to be ready to beat Mr. Dogel to the punch in this venture and prepared to give Owl, Holmes, AFA and ADT a rough time. They state that they will promptly take away such accounts as Penn Fruit, Publicker, Philco, and others where they have strong business connections.

We have as yet no word from our friends in the underwriting agencies or the fire or police departments in Philadelphia as to their being contacted by the Robinsons or their agents. They are apparently still in the position of not having acquired personnel with sufficient know-how to enable the venture to proceed.

Mr. Goldstone has let it be known that he would consider selling the Owl Company but it is understood that he has in mind a prohibitive price. Perhaps the Robinsons may find that the problems of starting a new organization in competition with Owl and with our group are unsurmountable. They may then overlook the alleged previous disagreements with Mr. Goldstone and renew their offer to buy. The purchase of the city franchise may represent nothing more than a threat to reduce Owl's possible selling price.

Now we can see a bit of "smoke". Prior to this time there was only a rumored competitive fire and no evidence of reality. Admittedly, the fire is still very small but if the Robinsons buy Owl and we proceed to compete against a

well financed company which can offer all services when we can sell only on a limited and divided basis, then we are in for real trouble. Incidentally, the Owl Company is now reported to have three fire alarm contracts. On of these is with the General Electric Supply Company. The names of the other two are not known.

I understand that the AFA Company would like to take an aggressive and realistic approach in meeting the Owl competition in the FA field. This view, I believe, is shared by our company but Holmes is reported to be very reluctant to join in any move along these lines. On combination jobs which represent the bulk of our good potential in Philadelphia, a competitive approach to the price of FA alone is not going to result in a true competitive rate for the combination services.

[fol. 2817] We would be most shortsighted to assume that these developments do not deeply and immediately concern us. The Owl Company is at present very active in the fringe areas of Philadelphia, including Camden, New Jersey, and is offering central station service in many of these areas. As you know, the Owl Company bid on the huge AFC, Germantown, Maryland job recently. With the Robinsons' money in back of them they could readily develop into one of the most dangerous competitors in the country. This, of course, has not happened and may not happen. It seems to me, however, a more likely development than the establishment of a new competitive central station by the Robinsons. I am suggesting that under the circumstances we might do well to have ready for immediate use a plan for combining the sales efforts of our associated companies in Philadelphia so that we may offer a contract for combined services and compete on an equal footing with Owl or any other competitor.

The representatives of AFA and Holmes and our representatives in Philadelphia operate on a most friendly and cooperative basis. Nevertheless, by the very nature of our business, we in ADT are operating at cross purposes with AFA and Holmes when we endeavor to promote our basic business of providing watchman supervisory service. The ADT sales representative in Philadelphia automatically invites discontinuances or loss of sales and commissions when he sponsors automatic service. The same would be

true of AFA and Holmes representatives who did not promote the elimination of watchmen. The Holmes sales representative eats the best when he sells the biggest burglar alarm. The AFA representative is biased towards fire alarm. Proposals are submitted separately and there is no positive control with regard to fitting the combination of services into the prospect's budget and program in the most practical and effective way.

These conditions are, of course, known to our management and I am only restating them here for the purpose of suggesting that we might do well to take a new and searching look at our weak and divided position in the light of today's competition by the Owl Company and the possible entry of new heavily financed competition by the Robinsons.

E. J. Heisley, District Sales Manager.

EJH/dp

In the United States District Court
Government Exhibit No. 228
[fol. 2818]
CENTRAL STATION WATCHMAN'S REPORTING AND MANUAL FIRE ALARM SERVICE

ADT Electric Protective Services AGAINST FIRE, BURGLARY, HOLD-UP

IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 228

CENTRAL STATION WATCHMAN'S REPORTING AND MANUAL FIRE ALARM SERVICE

THIS AGREEMENT made this.....day of....., by and between

.....

hereinafter called the "Contractor", and.....

hereinafter called the "Subscriber",

WITNESSETH: that for the considerations and covenants hereinafter specified, the parties hereto do, for themselves, their successors and assigns, mutually covenant and agree as follows:

1. The Contractor agrees to install and maintain, or cause to be installed and maintained, during the term of this agreement, in the premises of the Subscriber, at

....., in the City of.....

State of....., a Central Station Signaling System consisting of:

.....Night Watch and Fire Alarm Boxes; .....Compulsory Tour Stations; .....Manual Fire Alarm Boxes;

.....Emergency Call Boxes; .....Test Boxes; .....Drill Keys;

.....Trouble Bells; .....Registers; .....Sounding Devices, viz.:

.....

and wire connections necessary to transmit signals from the premises of the Subscriber to the Contractor's Central Station and to operate any local sounding devices specified herein, and will, subject to the terms and conditions hereof, until the termination of this agreement, maintain such system in good working order, with the understanding that the entire system, including all devices, instruments, appliances and all connections, wires, conduits and other materials associated therewith, is and shall be and remain the personal property of the Contractor.

2. The Contractor agrees to transmit to the municipal fire department all fire alarm signals and to transmit to the municipal police department all emergency call signals received at its Central Station from the signaling system installed hereunder.

3. The Subscriber's watchman must signal the Contractor's Central Station not oftener than once per hour from each Combination Night Watch and Fire Alarm Box or twice per hour from each Compulsory Tour Transmitter, daily, between the hours of 5 o'clock, P.M., and 8 o'clock, A.M., inclusive, and between the hours of 8 o'clock, A.M., and 5 o'clock, P.M., inclusive, on Saturdays, Sundays and such holidays as are conventional as of this date. The Subscriber shall execute and deliver to the Contractor a "Watch Service Schedule", Form 714, to be supplied by the Contractor, in which the Subscriber will specify, within the foregoing limits, his watchman's reporting schedule and all other details provided for therein, including the designation of the "grace period" which the Contractor shall be instructed to allow the watchman before investigating any interruptions in his patrol. On any failure of the Subscriber's watchman to signal the central station in accordance with the aforesaid "Watch Service Schedule" then in force, the Contractor will, after the expiration of the grace period therein prescribed and in the event that no signal has been received from the watchman during such grace period, telephone the Subscriber's premises, or send a representative to the premises at a cost to the Subscriber of two dollars for each trip, to ascertain the cause of such failure, and in case investigation shall disclose inability of the watchman to perform his duties, the Contractor will hold its representative on the premises, pending the arrival of the Subscriber or his representative, for a period not to exceed two hours and at a cost to the Subscriber of two dollars and fifty cents per hour.

4. It is understood and agreed by and between the parties hereto that the Subscriber's watchman is neither an agent nor an employee of the Contractor and that the Contractor is not liable for any act, or failure to act, on the part of such watchman.

5. The Contractor will furnish to the Subscriber, at such intervals as he may request, reports of any failures to signal and the reasons given by the watchman for such failure.

6. The Subscriber hereby agrees to pay to the Contractor, its agents or assigns the sum of.....Dollars

.....

($.....) upon signing of this agreement, and to pay in addition the sum of.....Dollars

.....

($.....), per annum, annually in advance, for the period of five years from the date such system is operative under this agreement, and thereafter, to pay the said sum per annum, annually in advance, until the termination of this agreement, which is terminable at the end of said five year period, provided thirty days' prior notice in writing of desire to terminate is given by either party to the other; otherwise to continue after expiration of said five year period until such thirty days' prior written notice is given by either party to the other. Any advance payments made for service to be supplied subsequent to the date of such termination shall be refunded to the Subscriber.

7. The Subscriber hereby authorizes and empowers the Contractor, its agents or assigns, to install and maintain the aforesaid system in said premises and to inspect, test and repair it, and, further, to make any changes in or alterations to the system made at the request of the Subscriber or made necessary by any changes in the Subscriber's premises, property or equipment, after the original installation has been completed, at the cost of the Subscriber. The Subscriber agrees to furnish any necessary current through the Subscriber's meter and at the Subscriber's own expense. It is mutually agreed that the work of installation and the Contractor's periodic inspections and tests of the system shall be performed between the hours of 8 o'clock, A.M., and 5 o'clock, P.M., exclusive of Saturdays, Sundays and holidays.

8. It is understood and agreed that the Contractor may remove or upon written notice to the Subscriber abandon said system, in whole or in part including all devices, instruments, appliances, and all connections, wires, conduits and any other materials associated therewith, upon termination of this agreement by lapse of time, default in the payment of any moneys due hereunder, or otherwise, without any obligation to repair or redecorate any portion of the Subscriber's premises upon removal of the Contractor's system, and that the removal or abandonment of the system as aforesaid shall not be held to constitute a waiver of the right of the Contractor to collect any charges which have accrued or may accrue hereunder.

9. The Subscriber hereby agrees that the Contractor shall have the right to increase or decrease the annual charge provided for herein at any time or times after the expiration of one year from the date such system is operative under this agreement or after one year from the effective date of this agreement if an effective date is herein specified, upon giving the Subscriber written notice sixty days in advance of the effective date of such increase or decrease, and if the Subscriber is unwilling to pay any such increased charge, the Subscriber may cancel the then unexpired term of this agreement by notifying the Contractor in writing thirty days prior to the otherwise effective date of any such increase.

10. This agreement may be cancelled, without previous notice, at the option of the Contractor, in case the Contractor's Central Station, connecting wires or equipment within the Subscriber's premises are destroyed by fire or other catastrophe, or so substantially damaged that it is impracticable to continue service, and may likewise be cancelled at the option of the Subscriber, in the event that the Subscriber's plant is so destroyed or damaged.

11. This agreement may be terminated at the option of the Contractor at any time in the event that the Contractor is unable either to secure or retain the connections or privileges necessary for the transmission of signals by means of conductors between the Subscriber's premises and the Contractor's Central Station or between the Contractor's Central Station and the municipal fire or police departments and the Contractor shall not be liable for any damages or subject to any penalty as a result of such termination.

12. It is understood and agreed that the Contractor's obligation relates to the maintenance solely of the specified protective signaling system, and that the Contractor is in no way obligated to maintain, repair, service, replace, operate or assure the operation of the property, system or any device or devices of the Subscriber or of others to which the Contractor's said system is attached.

13. It is agreed by and between the parties hereto: that the Contractor is not an insurer; that the payments hereinbefore named are based solely on the value of the services provided for herein; that, from the nature of the services to be rendered, it is impracticable and extremely difficult to fix the actual damages, if any, which may proximately result from a failure on the part of the Contractor to perform any of its obligations hereunder; that, in case of the failure of the Contractor to perform any of its obligations hereunder, and a resulting loss to the Subscriber, the Contractor's liability hereunder shall be limited to and fixed at a sum equal to ten percent of the annual service charge, hereinabove provided for, but in no event amounting to less than the sum of fifty dollars, as liquidated damages, and not as a penalty, and this liability shall be exclusive.

14. The Contractor assumes no liability for delays in installation of the equipment, or for interruptions of service due to strikes, riots, floods, fires, acts of God or any cause beyond the control of the Contractor, and will not be required to supply service to the Subscriber while interruption of service due to any such cause shall continue.

15. This agreement is not assignable by the Subscriber except upon the written consent of the Contractor first being obtained.

16. This agreement is not binding unless approved in writing by an authorized representative of the Company described above as the Contractor. In the event of failure of approval, as aforesaid, the only liability of the Contractor shall be to return to the Subscriber the amount, if any, paid to the Contractor upon the signing of this agreement.

17. There are no verbal understandings changing or modifying any of the terms of this agreement.

..... Contractor	.....	..... Subscriber
By..... Agent	By.....	.....
APPROVED..... Authorized Representative of Contractor	.....	..... Title

Form 40 (8-52)

2047

AGREEMENT WITH

NAME

ADDRESS

CITY

Date of Agreement

ADT

[fol. 2818a]

2048

[fol. 2819]

CENTRAL STATION AUTOMATIC FIRE ALARM SERVICE

THIS AGREEMENT made this.....day of....., by and between

.....,

hereinafter called the "Contractor", and.....,
hereinafter called the "Subscriber",

WITNESSETH: that for the considerations and covenants hereinafter specified, the parties hereto do, for themselves, their successors and assigns, mutually covenant and agree as follows:

1. The Contractor agrees to install and maintain or cause to be installed and maintained, during the term of this agreement, in the premises of the Subscriber, at

....., in the City of.....,

State of....., an Automatic Fire Alarm System in the areas described on the reverse side hereof, together with wire connections necessary to transmit signals from the premises of the Subscriber to the Contractor's Central Station, and will, subject to the terms and conditions hereof, until the termination of this agreement, maintain such system in good working order, with the understanding that the entire system, including all devices, instruments, appliances and all connections, wires, conduits, tubing and other materials associated therewith, is and shall be and remain the personal property of the Contractor.

2. The Subscriber agrees to place hoods over all open forges and open fires, and to pipe all boiler blow-offs and steam exhausts outside of the buildings to be protected.

3. The Contractor agrees to transmit to the municipal fire department all fire alarm signals received at its central station from the signaling system installed hereunder, unless it is the best judgment of the Contractor that the causes of such signals shall first be investigated by telephoning or dispatching a representative of the Contractor to the Subscriber's premises.

4. The Subscriber hereby agrees to pay to the Contractor, its agents or assigns, the sum of.....

.....

($.....) upon signing of this agreement, and to pay in addition the sum of.....

.....Dollars

($.....), per annum, annually in advance, for the period of five years from the date such system is operative under this agreement, and thereafter, to pay the said sum per annum, annually in advance, until the termination of this agreement, which is terminable at the end of said five year period, provided thirty days' prior notice in writing of desire to terminate is given by either party to the other; otherwise to continue after expiration of said five year period until such thirty days' prior written notice is given by either party to the other. Any advance payments made for service to be supplied subsequent to the date of such termination shall be refunded to the Subscriber.

5. The Subscriber hereby authorizes and empowers the Contractor, its agents or assigns, to install and maintain the aforesaid system in said premises and to inspect, test and repair it, and, further, to make any changes in or alterations to the system made at the request of the Subscriber or made necessary by any changes in the Subscriber's premises, property or equipment, after the original installation has been completed, at the cost of the Subscriber. The Subscriber agrees to furnish any necessary electric current through the Subscriber's meter and at the Subscriber's own expense. It is mutually agreed that the work of installation and the Contractor's periodic inspections and tests of the system shall be performed between the hours of 8 o'clock, A.M., and 5 o'clock, P.M., exclusive of Saturdays, Sundays and holidays.

6. It is understood and agreed that the Contractor may remove or upon written notice to the Subscriber abandon said system, in whole or in part, including all devices, instruments, appliances, and all connections, wires, conduits, tubing and any other materials associated therewith upon termination of this agreement by lapse of time, default in the payment of any moneys due hereunder, or otherwise, without any obligation to repair or redecorate any portion of the Subscriber's premises upon removal of the Contractor's system, and that the removal or abandonment of the system as aforesaid shall not be held to constitute a waiver of the right of the Contractor to collect any charges which have accrued or may accrue hereunder.

7. The Subscriber hereby agrees that the Contractor shall have the right to increase or decrease the annual charge provided for herein at any time or times after the expiration of one year from the date such system is operative under this agreement or after one year from the effective date of this agreement if an effective date is herein specified, upon giving the Subscriber written notice sixty days in advance of the effective date of such increase or decrease, and if the Subscriber is unwilling to pay any such increased charge, the Subscriber may cancel the then unexpired term of this agreement by notifying the Contractor in writing thirty days prior to the otherwise effective date of any such increase.

8. This agreement may be cancelled, without previous notice, at the option of the Contractor, in case the Contractor's Central Station, connecting wires or equipment within the Subscriber's premises are destroyed by fire or other catastrophe, or so substantially damaged that it is impracticable to continue service, and may likewise be cancelled at the option of the Subscriber, in the event that the Subscriber's plant is so destroyed or damaged.

9. This agreement may be terminated at the option of the Contractor at any time in the event that the Contractor is unable either to secure or retain the connections or privileges necessary for the transmission of signals by means of conductors between the Subscriber's premises and the Contractor's Central Station and the municipal fire department and the Contractor shall not be liable for any damages or subject to any penalty as a result of such termination.

10. It is understood and agreed that the Contractor's obligation relates to the maintenance solely of the specified protective signaling system, and that the Contractor is in no way obligated to maintain, repair, service, replace, operate or assure the operation of the property, system or any device or devices of the Subscriber or of others to which the Contractor's said system is attached.

11. It is agreed by and between the parties hereto: that the Contractor is not an insurer; that the payments hereinbefore named are based solely on the value of the services provided for herein; that, from the nature of the services to be rendered, it is impracticable and extremely difficult to fix the actual damages, if any, which may proximately result from a failure on the part of the Contractor to perform any of its obligations hereunder; that, in case of the failure of the Contractor to perform any of its obligations hereunder, and a resulting loss to the Subscriber, the Contractor's liability hereunder shall be limited to and fixed at a sum equal to ten percent of the annual service charge, hereinabove provided for, but in no event amounting to less than the sum of fifty dollars, as liquidated damages, and not as a penalty, and this liability shall be exclusive.

12. The Contractor assumes no liability for delays in installation of the equipment, or for interruptions of service due to strikes, riots, floods, fires, acts of God or any cause beyond the control of the Contractor, and will not be required to supply service to the Subscriber while interruption of service due to any such cause shall continue.

13. This agreement is not assignable by the Subscriber except upon the written consent of the Contractor first being obtained.

14. This agreement is not binding unless approved in writing by an authorized representative of the Company described above as the Contractor. In the event of failure of approval, as aforesaid, the only liability of the Contractor shall be to return to the Subscriber the amount, if any, paid to the Contractor upon the signing of this agreement.

15. There are no verbal understandings changing or modifying any of the terms of this agreement.

..... Contractor	..... Subscriber
By..... Agent	By.....
APPROVED..... Authorized Representative of Contractor	..... Title

Form 77 (12-52)

2049

ADT Electric Protection Service AGAINST FIRE, BURGLARY, HOLD UP

AGREEMENT WITH

NAME

ADDRESS

CITY

Date of Agreement.....

ADT

DESCRIPTION OF PROTECTED AREAS

2050

[Fol. 2819a]

[fol. 2820]

CENTRAL STATION SPRINKLER SUPERVISORY AND WATERFLOW ALARM SERVICE

THIS AGREEMENT made this.....day of....., by and between

.....

hereinafter called the "Contractor", and.....
hereinafter called the "Subscriber",

WITNESSETH: that for the considerations and covenants hereinafter specified, the parties hereto do, for themselves, their successors and assigns, mutually covenant and agree as follows:

1. The Contractor agrees to install and maintain, or cause to be installed and maintained, during the term of this agreement, in the premises of the Subscriber, at

....., in the City of.....

State of....., a Central Station Signaling System consisting of:

1.—Water Flow Signaling Devices on...(.....) wet alarm valves, risers or laterals
2.—Water Flow Signaling Devices on...(.....) dry alarm valves
3.—Pressure Signaling Devices on.....(.....) dry pipe system risers
4.—Water Level Signaling Devices on...(.....) gravity or surge tanks
5.—Temperature Signaling Devices on...(.....) gravity tanks
6.—Pressure Signaling Devices on.....(.....) pressure tanks
7.—Water Level Signaling Devices on...(.....) pressure tanks
8.—Pressure Signaling Devices on...(.....) steam pumps
9.—Signaling Devices on.....(.....) electric pumps (automatic)
10.—Pressure Signaling Devices on...(.....) excess pressure
11.—Signaling Devices on.....(.....) shut-off valves
12.—Transmitters .....(.....)
13.—Manual Fire Alarm Boxes.....(.....)
14.—House Pressure Pumps.....(.....)

and wire connections necessary to transmit signals from the premises of the Subscriber to the Contractor's Central Station, and will, subject to the terms and conditions hereof, until the termination of this agreement, maintain such system in good working order, with the understanding that the entire system, including all devices, instruments, appliances and all connections, wires, conduits and other materials associated therewith, is and shall be and remain the personal property of the Contractor.

2. The Subscriber hereby agrees to replace, at his sole expense, all wet and dry valves now installed which are not acceptable to the Board of Fire Underwriters or other authority having jurisdiction when equipped with the Contractor's signalling devices, and to furnish any necessary water through the Subscriber's meter and at the Subscriber's own expense.

3. The Contractor agrees to transmit to the municipal fire department all fire alarm signals received at its Central Station from the signalling system installed hereunder, unless it is the best judgment of the Contractor that the causes of such signals shall first be investigated by telephoning or dispatching a representative of the Contractor to the Subscriber's premises.

4. The Subscriber hereby agrees to pay to the Contractor, its agents or assigns, the sum of.....

.....Dollars

($.....) upon signing of this agreement, and to pay in addition the sum of.....

.....Dollars

($.....), per annum, annually in advance, for the period of five years from the date such system is operative under this agreement, and thereafter, to pay the said sum per annum, annually in advance, until the termination of this agreement which is terminable at the end of said five year period, provided thirty days' prior notice in writing of desire to terminate is given by either party to the other; otherwise to continue after expiration of said five year period until such thirty days' prior written notice is given by either party to the other. Any advance payments made for service to be supplied subsequent to the date of such termination shall be refunded to the Subscriber.

5. The Subscriber hereby authorizes and empowers the Contractor, its agents or assigns, to install and maintain the aforesaid system in said premises and to inspect, test and repair it, and, further, to make any changes in or alterations to the system made at the request of the Subscriber, or made necessary by any changes in the Subscriber's premises, property or equipment, after the original installation has been completed, at the cost of the Subscriber. The Subscriber agrees to furnish any necessary electric current through the Subscriber's meter and at the Subscriber's own expense. It is mutually agreed that the work of installation and the Contractor's periodic inspections and tests of the system shall be performed between the hours of 8 o'clock, A.M., and 5 o'clock, P.M., exclusive of Saturdays, Sundays and Holidays.

6. It is understood and agreed that the Contractor may remove or upon written notice to the Subscriber abandon said system, in whole or in part, including all devices, instruments, appliances, and all connections, wires, conduits and any other materials associated therewith, upon termination of this agreement by lapse of time, default in the payment of any moneys due hereunder, or otherwise, without any obligation to repair or redecorate any portion of the Subscriber's premises upon removal of the Contractor's system, and that the removal or abandonment of the system as aforesaid shall not be held to constitute a waiver of the right of the Contractor to collect any charges which have accrued or may accrue hereunder.

7. The Subscriber hereby agrees that the Contractor shall have the right to increase or decrease the annual charge provided for herein at any time or times after the expiration of one year from the date such system is operative under this agreement or after one year from the effective date of this agreement if an effective date is herein specified, upon giving the Subscriber written notice sixty days in advance of the effective date of such increase or decrease, and if the Subscriber is unwilling to pay any such increased charge, the Subscriber may cancel the then unexpired term of this agreement by notifying the Contractor in writing thirty days prior to the otherwise effective date of any such increase.

8. This agreement may be cancelled, without previous notice, at the option of the Contractor, in case the Contractor's Central Station, connecting wires or equipment within the Subscriber's premises are destroyed by fire or other catastrophe, or so substantially damaged that it is impracticable to continue service, and may likewise be cancelled at the option of the Subscriber, in the event that the Subscriber's plant is so destroyed or damaged.

9. This agreement may be terminated at the option of the Contractor at any time in the event that the Contractor is unable either to secure or retain the connections or privileges necessary for the transmission of signals by means of conductors between the Subscriber's premises and the Contractor's Central Station or between the Contractor's Central Station and the municipal fire department and the Contractor shall not be liable for any damages or subject to any penalty as a result of such termination.

10. It is understood and agreed that the Contractor's obligation relates to the maintenance solely of the specified protective signaling system, and that the Contractor is in no way obligated to maintain, repair, service, replace, operate or assure the operation of the property, system or any device or devices of the Subscriber or of others to which the Contractor's said system is attached.

11. It is agreed by and between the parties hereto: that the Contractor is not an insurer; that the payments hereinbefore named are based solely on the value of the services provided for herein; that, from the nature of the services to be rendered, it is impracticable and extremely difficult to fix the actual damages, if any, which may proximately result from a failure on the part of the Contractor to perform any of its obligations hereunder; that, in case of the failure of the Contractor to perform any of its obligations hereunder, and a resulting loss to the Subscriber, the Contractor's liability hereunder shall be limited to and fixed at a sum equal to ten percent of the annual service charge, hereinabove provided for, but in no event amounting to less than the sum of fifty dollars, as liquidated damages, and not as a penalty, and this liability shall be exclusive.

12. The Contractor assumes no liability for delays in installation of the equipment, or for interruptions of service due to strikes, riots, floods, fires, acts of God or any cause beyond the control of the Contractor, and will not be required to supply service to the Subscriber while interruption of service due to any such cause shall continue.

13. This agreement is not assignable by the Subscriber except upon the written consent of the Contractor first being obtained.

14. This agreement is not binding unless approved in writing by an authorized representative of the Company described above as the Contractor. In the event of failure of approval, as aforesaid, the only liability of the Contractor shall be to return to the Subscriber the amount, if any, paid to the Contractor upon the signing of this agreement.

15. There are no verbal understandings changing or modifying any of the terms of this agreement.

.....
Contractor

By .....
Agent

APPROVED: .....
Authorized Representative of Contractor

.....
Subscriber

By .....

.....
Title

Form 76 (1-53)

2051

AE-1 Electric Protection Service L AGAINST FIRE, BURGLARY, HOLDUP

AGREEMENT WITH

NAME

_____

ADDRESS

_____

CITY

_____

Date of Agreement.....

ADT

[fol. 2820a]

2052

[fol. 2821]

CENTRAL STATION BURGLARY AND HOLDUP PROTECTION SERVICE

THIS AGREEMENT made this.....day of....., by and between

.....,

hereinafter called the "Contractor", and.....
hereinafter called the "Subscriber",

WITNESSETH: that for the considerations and covenants hereinafter specified, the parties hereto do, for themselves, their successors and assigns, mutually covenant and agree as follows:

1. The Contractor agrees to install and maintain or cause to be installed and maintained, during the term of this agreement, in the premises of the Subscriber, at

....., in the City of.....,

State of....., a Central Station Burglar Alarm and Holdup Alarm System, as specified in the schedule on the reverse side hereof, including transmission boxes and wire connections, necessary to transmit signals from the premises of the Subscriber to the Contractor's Central Station, and will, subject to the terms and conditions hereof, until the termination of this agreement, maintain such system in good working order, with the understanding that the entire system, including all devices, instruments, appliances and all connections, wires, conduits, foils, screens, cabinets, springs and other materials associated therewith, is and shall be and remain the personal property of the Contractor.

2. The Contractor, on receipt of a burglar alarm signal from the Subscriber's premises, agrees to send its representative to said premises to act as agent of and in the interest of the Subscriber. If provided with a key by the Subscriber for such purpose, the representative will enter the premises and search them. The Subscriber hereby authorizes and directs the Contractor to cause the arrest of any person or persons unauthorized to enter his premises and to hold him or them until released by the Subscriber or an authorized known representative, and in such cases to indemnify the Contractor against any liability, cost or expense in consequence of such arrest.

3. In the event holdup alarm service is furnished under this agreement, the Contractor, on receipt of a holdup alarm signal from the Subscriber's premises, agrees to transmit the alarm promptly to headquarters of the public police department.

4. The Subscriber agrees to furnish the Contractor a list of the names and individual signatures of all persons who shall have the right to enter the premises of the Subscriber between the regularly scheduled times for closing and opening the premises and who may be called upon for a key to enter the premises of the Subscriber, during such periods.

5. The Contractor agrees to furnish the Subscriber daily, a report in writing showing the times the Subscriber's premises were irregularly opened the preceding day (between the regularly scheduled times for closing and opening the premises) and if requested by the Subscriber a weekly report in writing showing the times said premises were regularly opened and closed each day.

6. The Subscriber hereby agrees to pay the Contractor, its agents or assigns, the sum of.....
.....Dollars
($.....) upon signing of this agreement, and to pay in addition, the sum of.....
.....Dollars
($.....), per annum, annually in advance, for the period of five years from the date such system is operative under this agreement, and thereafter, to pay the said sum per annum, annually in advance, until the termination of this agreement, which is terminable at the end of said five year period, provided thirty days' prior notice in writing of desire to terminate is given by either party to the other; otherwise to continue after expiration of said five year period until such thirty days' prior written notice is given by either party to the other. Any advance payments made for service to be supplied subsequent to the date of such termination shall be refunded to the Subscriber.

7. The Subscriber hereby authorizes and empowers the Contractor, its agents or assigns, to install and maintain the aforesaid system in said premises and to inspect, test and repair it, and, further, to make any changes in or alterations to the system made at the request of the Subscriber or made necessary by any changes in the Subscriber's premises, property or equipment, after the original installation has been completed, at the cost of the Subscriber. The Subscriber agrees to furnish any necessary electric current through the Subscriber's meter and at the Subscriber's own expense. It is mutually agreed that the work of installation and the Contractor's periodic inspections and tests of the system shall be performed between the hours of 8 o'clock, A.M., and 5 o'clock, P.M., exclusive of Saturdays, Sundays and holidays.

8. It is understood and agreed that the Contractor may remove or upon written notice to the Subscriber abandon said system, in whole or in part, including all devices, instruments, appliances, and all connections, wires, conduits, foils, screens, cabinets, springs and any other materials associated therewith, upon termination of this agreement by lapse of time, default in the payment of any moneys due hereunder, or otherwise, without any obligation to repair or redecorate any portion of the Subscriber's premises upon removal of the Contractor's system, and that the removal or abandonment of the system as aforesaid shall not be held to constitute a waiver of the right of the Contractor to collect any charges which have accrued or may accrue hereunder.

9. The Subscriber hereby agrees that the Contractor shall have the right to increase or decrease the annual charge provided for herein at any time or times after the expiration of one year from the date such system is operative under this agreement or after one year from the effective date of this agreement if an effective date is herein specified, upon giving the Subscriber written notice sixty days in advance of the effective date of such increase or decrease, and if the Subscriber is unwilling to pay any such increased charge, the Subscriber may cancel the then unexpired term of this agreement by notifying the Contractor in writing thirty days prior to the otherwise effective date of any such increase.

10. This agreement may be cancelled, without previous notice, at the option of the Contractor, in case the Contractor's Central Station, connecting wires or equipment within the Subscriber's premises are destroyed by fire or other catastrophe, or so substantially damaged that it is impracticable to continue service, and may likewise be cancelled at the option of the Subscriber, in the event that the Subscriber's plant is so destroyed or damaged.

11. This agreement may be terminated at the option of the Contractor at any time in the event that the Contractor is unable either to secure or retain the connections or privileges necessary for the transmission of signals by means of conductors between the Subscriber's premises and the Contractor's Central Station or between the Contractor's Central Station and the municipal police department and the Contractor shall not be liable for any damage or subject to any penalty as a result of such termination.

12. It is understood and agreed that the Contractor's obligation relates to the maintenance solely of the specified protective signaling system, and that the Contractor is in no way obligated to maintain, repair, service, replace, operate or assure the operation of the property, system or any device or devices of the Subscriber or of others to which the Contractor's said system is attached.

13. It is agreed by and between the parties hereto: that the Contractor is not an insurer; that the payments hereinbefore named are based solely on the value of the services provided for herein; that, from the nature of the services to be rendered, it is impracticable and extremely difficult to fix the actual damages, if any, which may proximately result from a failure on the part of the Contractor to perform any of its obligations hereunder; that, in case of the failure of the Contractor to perform any of its obligations hereunder, and a resulting loss to the Subscriber, the Contractor's liability hereunder shall be limited to and fixed at a sum equal to ten percent of the annual service charge, hereinabove provided for, but in no event amounting to less than the sum of fifty dollars, as liquidated damages, and not as a penalty, and this liability shall be exclusive.

14. The Contractor assumes no liability for delays in installation of the equipment, or for interruptions of service due to strikes, riots, floods, fires, acts of God or any cause beyond the control of the Contractor, and will not be required to supply service to the Subscriber while interruption of service due to any such cause shall continue.

15. This agreement is not assignable by the Subscriber except upon the written consent of the Contractor first being obtained.

16. This agreement is not binding unless approved in writing by an authorized representative of the Company described above as the Contractor. In the event of failure of approval, as aforesaid, the only liability of the Contractor shall be to return to the Subscriber the amount, if any, paid to the Contractor upon the signing of this agreement.

17. There are no verbal understandings changing or modifying any of the terms of this agreement.

.....
Contractor

.....
Subscriber

By.....
Agent

By.....

APPROVED:.....
Authorized Representative of Contractor

.....
.....
Title

Form 43 (11-54)

2053

ADT Electric Protection Services AGAINST FIRE, BURGLARY, HOLDUP

SCHEDULE OF PROTECTED POINTS

LOCATION AND DESCRIPTION OF PROTECTION

AGREEMENT WITH

NAME

ADDRESS

CITY

Date of Agreement.....

ADT

[fol. 2822] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 229

CLEVELAND, OHIO

February 18, 1955.

Mr. A. E. Smith
Vice President
New York Office

Regional Sales Conferences and District Sales Meeting 1955

In response to your letter of February 4th concerning, first, the date for the suggested district meeting here in Cleveland. Any Friday after your regional meeting in Chicago will be all right. I cannot see the necessity for a two-day district conference so May 13, 20, 27, or June 3rd will be satisfactory.

You asked for my suggestions on topics for the agenda of the regional meeting. I offer the following:

#1. Possibility of a lower rate on mercantile burglar alarm. Our present rate is crowding us out of the field.

#2. Revamp our floor trap. The floor trap is one of the most important accessories in this business and apprehends more attacks than other devices yet its construction has not been brought up to date with modern protection apparatus.

#3. Revamp our electric eye. The ones we are now using belong to antiquity. Why not consult with the General Motors who seem to know how to do the job right?

#4. Stop the combination Commercial and Plant surveys of square footage areas. It has completed its usefulness and is very unfair in its application. The Plant Department checks the Commercial but who checks the Plant Department? They make as many or more errors as we do but the record shows us always at fault.

#5. Serious consideration should be given to a shorter term contract.

#6. Take steps to reduce our $6.00 an hour charge on 524's. We are only kidding ourselves.

#7. Why not start selling burglar alarm by openings and not by measurements? We are going to do it in the future, why not start now?

#8. Simultaneous release of important information to the field whereby the Plant receives it the same time the Commercial does. For example: we now have instruction for selling vibrating contacts. When such instruction arrived I discussed the matter with Mr. Berglund, Plant Superintendent, and he said that as far as he knew there was no such thing. If he doesn't know, the plant foreman doesn't know and if the plant foreman doesn't know we are stymied again with unnecessary delays.

#9. In spite of the fact that we have been forced to cut our advance service charge in competition we still collected more money during the months of November and December than it cost the Plant to install the service. Both months approximated between 8 to 10% more than the cost represented. I suggest that a method be set up whereby we could be notified of this figure and allowed to take advantage of such reduction. I do not think we should endeavor to make money on our installation over and above what it cost to put it in in cities where we have bitter competition. Every dollar counts vitally where competition is so bad.

C. L. Chafee, District Sales Manager.

CLC:VH

[fol. 2823] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 230

September 11, 1961.

TAMPA, FLORIDA

Mr. J. A. MacDonald,
First Vice President.

As requested by Mr. Gaston in his letter dated August 3, 1961, there is submitted, herewith, projections and statistics deemed necessary to a proper appraisal of the soundness of the Sales Department's recommendation that a central station be established in Tampa, Florida.

Attached, as Exhibit 1, is a five-year earnings projection, for a full understanding of which it should be noted that:

1. The annual increase of 12,400 in ANSC is based on Mr. Brechbill's prediction that recurring revenues (presumably, without the benefit of increases in MBR) will increase from the current $38,000 ANSC to $100,000, during the first five years of the operation of a central station.
2. ADSC, instead of being considered as a source of revenue, as is normally done, has been treated as an offset to the cost of installations—the difference being treated as a current year's expense, which has been classified as "Deficiency in ADSC" on the attached projection. These deficiencies, based on our current system experience, have been calculated to represent 20% of 140% of anticipated increases in ANSC.
3. Sales expense has been projected on the assumption that there will be employed one full-time salesman, whose compensation and expense will increase in proportion to the predicted increase in revenue.
4. The Pay of Operating Personnel, as estimated by the Service Department, seemed high. Accordingly, the projection of this expense has been based on our 1960 annual central station coverage report, plus a 4% annual increase in hourly wage rates. In further support of the reasonableness of our estimate is the fact that

the average Pay of Operating Personnel of the ten offices comprising Group 1 (into which group Tampa would fall) amounted to $32,552, per 1960 Forms 396.

5. Failure of the Service Department to furnish us with an estimated cost of inspection and repair labor, caused us to examine and tabulate all plant time tickets submitted by Tampa plant men during the six-month period ending 6-30-61. On the basis of this tabulation, plus an allowance for a 4% annual increase in hourly wage rates, we arrived at the indicated projected loaded inspection and repair labor costs. No allowance has been made, as will be noted, for any increase in plant forces to maintain the additional equipment required in connection with the predicted increase in business.

[fol. 2824] 6. Projected wire facility costs were determined by adding to current direct-connected costs, (1) the increase which will result from the conversion to a central station operation, as estimated by the Service Department, and (2) an appropriate allowance for the estimated growth in business. On re-examining our calculations, it appears our projection of this item of expense may be on the scant side.

7. Projected depreciation expense, for the reason explained in item 2, above, represents only that taken with respect to central station and headquarters equipment, allowing, of course, for the anticipated expansion in activities.

8. All other items of expense, most of which involve relatively unimportant amounts, have been projected in the usual manner.

Based on the attached projection, the estimated financial consequences of establishing a central station in Tampa, are reflected on Exhibit 2, also attached.

As will have been observed, we may expect, during the first five years following the establishment of a central station at Tampa, to have to make a net cash investment of $104,000. It will be further observed that at the end of the first five-year period, earnings will still be deeply in the red. It seems reasonable to prophesy that a considerable period of time would have to elapse, (during which period additional funds would have to be invested) before earn-

ings/revenue and earnings/investment ratios would reach normal levels.

All of the foregoing has been predicated upon Mr. Brechbill's sales forecast, the reasonableness of which we have attempted to appraise on the basis of certain assumptions we have had to make and on available statistics. The following notes, in these respects, you may find to be pertinent and of interest.

1. We assumed, as indicated earlier, that Mr. Brechbill's sales forecast contemplated no increase in MBR. We further assumed that MBR, with respect to ANSC, would be secured. A 5% annual increase in ANSC, if secured, would provide the following additional revenues:

1st	Year	$ 600
2nd	"	1,900
3rd	"	3,800
4th	"	6,500
5th	"	9,900
	Total	$22,700

2. We assumed, as our earnings projection indicates, that Mr. Brechbill, in his forecast, may have contemplated, in view of central station competition, a collection of only 80% of MBR, respecting ADSC. A 100% collection would reduce the five-year earnings deficit by $17,500.
3. We have assumed, as indicated earlier, that Mr. Brechbill would contemplate assigning only one full-time salesman to the Tampa area to solicit the nearly 300 industries (excluding those employing less than 25 employees) presently operating therein, per directories furnished by Mr. Brechbill, and to which Mr. Brechbill refers to as potential users of ADT service. With such a relatively large, immediate potential, there [fols. 2825-2826] would seem to be justification, if we were to open a central station, for assigning a "crash" force of 3 or 4 capable salesmen to the territory, with the aim of exhausting the potential as quickly as possible. The effects of such a plan on immediate and fu-

ture earnings could, conceivably, prove to be substantial.

4. An analysis of service contracts, currently in force in the Tampa area, reflects the fact that 50% of them, representing 57% of ANSC, are with National Accounts subscribers which likely came to us, unsolicited. Thus, to date, as a result of direct sales solicitation, we have secured only 25 contracts, involving approximately $16,000 ANSC, or a little better than $3,000 per annum during the five years sales efforts have been applied to the area.
5. An analysis of the expense statements of the sales representative covering the territory indicates that during the eight months ending 8-15-61, he spent only 30, 10 and 9 days, respectively, in the cities of Tampa, Clearwater and St. Petersburg, or only 29% of his total working time. This record would seem to indicate that he views the area as not being particularly fertile, for if he had, it seems likely that he would have devoted more than six days per month in soliciting the nearly 300 concerns, claimed to be prospects.
6. While Mr. Brechbill says "It is safe to say that within five years, we would reach $100,000 in recurring annual service charges," he fails to say how he would go about achieving that goal. He fails to say how he would plan to combat our competitor, the Tampa Signal Company, whose central station rates, he says, are less than 80% of ours. He doesn't tell us how much less than 80% of our rates the competitor charges, nor does he furnish us with any idea as to the number of subscribers currently served by the competitor. Accordingly, we have no basis on which to appraise the strength of our opposition. If it is such that we will have to slash prices importantly, then, of course, the attached earnings projection will be subject to modification.
7. Mr. Brechbill also recommends that "he be authorized to negotiate for the purchase of one of the smaller telephone answering services in Tampa," indicating that there are several such services presently operating in that city. It seems to me, we should know just how many there are, how large they are, and to what extent

they have saturated the area. Possibly, we should consider negotiating for the purchase of the first, or second, largest telephone answering service company, and operate our signal service business through it until such time our protection service reaches a volume which would justify the establishment of a standard central station.

C. G. Eicker, Controller.

AH

cc: Mr. E. Gaston, Mr. R. Brechbill, Mr. W. Hable, Mr. M. H. A. Lindsay, Mr. L. J. O'Brien.

[fol. 2827] Exhibit 2

Financial Consequences Estimated To Result From the Establishment of a Central Station at Tampa, Fla.

Operating Deficit Earnings		
First Year		$ 41,100
Second Year		33,600
Third Year		27,700
Fourth Year		21,600
Fifth Year		15,400
Total		$139,400
Less Overheads:		
General	$28,900	
Engineering	12,000	
Sales	11,700	
Plant	4,800	
Total		57,400
		$ 82,000
Less Federal Income Tax Savings (50%)		41,000
		$ 41,000
Less Depreciation after Taxes		9,000
		$ 32,000
Plus Investment in Central Station		30,000
		$ 62,000
Plus: Estimated Current Net Earnings Loss of Net Return on Investments in Treas. Bills		40,000 2,000
Total Net Cash Investment		$104,000

[fol. 2828] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 231

NEW YORK

August 5, 1953

Mr. C. G. Eicker
Controller

Advance Service Charge for Sprinkler Supervisory and Waterflow Alarm Service

While the correspondence I have had with you bears the above caption, it deals, nevertheless, with the necessity to act to adjust advance service charges for all classes of service, as necessary to recapture past deficits brought about through competitive situations and so forth.

We can no longer defer action in this respect. Can you say, please, when you will be ready with whatever recommendations seem appropriate for adoption?

J. A. MacDonald, Vice President.

MRH

[fol. 2829] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 232

1. Charges proposed by Commercial Department for all types of Sprinkler Supervisory and Waterflow Alarm service and Waterflow Only service.

Annual Service Charge	Advance Service Charge
$236 first unit $37 each addl. unit	$89 per unit

2. Method used to determine recommended advance service charge of $89 per unit.

Jobs Cleared During First Half of 1953

Service	Units	Actual Cost	Actual Advance Charge
SS&WFA	5,579	$297,701	$450,544
WFO	160	14,935	16,351
Total	5,739	$312,636	$466,895
Pumps	124	18,025	37,997
Grinnell Cost		156,218	
Subtotal		$486,879	
5% Wage Increase		24,344	
Total		$511,223	$504,892
Per Unit Less Pump Units		$ 89.08	

[fol. 2830] 3. Method used to determine increase in annual rate per additional unit upon consolidation of WFO units with SS&WFA units.

Service	Year 1952 Jobs Cleared	Units	Units Per Job	Ratio of Units to Total Units
SS&WFA	742	7,647	10	96.63%
WFO	70	267	4	3.37%
Total	812	7,914		100%

Total Sprinkler units in service per form 396, year 1952		173,602
Application of above percentages, WFO units (make it 3.5%)		6,076
SS&WFA units		167,526
Present rate for additional Waterflow units	$ 58.00	
Present rate for additional SS&WFA units	36.00	
Differential to be absorbed, per Waterflow unit	$ 22.00	
Number of Waterflow units	6,076	
Amount to be absorbed	$133,672	
Number of SS&WFA units	173,602	
Absorption per SS&WFA unit	77¢	(make it $1.00)
Present annual rate for additional SS&WFA units	$ 36.00	
Proposed annual rate for additional units, whether SS&WFA or WFO	$ 37.00	

[fol. 2831] 4. Method of determining initial unit rate of $236 per annum.

Total subscribers per form 396, year 1952 11,491

		Initial Unit Rate	Revenue
Jobs with pumps (1/7)	1,642	$226–$72	$ 489,316
Jobs without pumps	9,849	$226	2,225,874
Total	11,491	$ 236.29	$2,715,190
Proposed initial unit rate		$ 236.00	

[C. G. Eicker] Stipulation No. 1.

CLASS OF SERVICE	ANNUAL SERVICE CHARGE (SEE NOTE A)		ADVANCE SERVICE CHARGE (SEE NOTE B)
AUTOMATIC FIRE ALARM,			
INCLUDING ONE GONG AND BELL ANNUNCIATOR	$260.00 FIRST CIRCUIT	$75.00 EACH ADDITIONAL	$250.00 EACH CIRCUIT
FOR EACH GONG OR ANNUNCIATOR INSTALLED IN EXCESS OF ONE	"	33.00	GONG $30.00 - ANNUN. $100.00
SMOKE DETECTION (FOR SELECTIVE SPACE PROTECTION ONLY)	$218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	$82.00 EACH UNIT
BURGLAR ALARM (SEE NOTES B AND E)			
BANK			
SAFE	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	(SEE NOTE F)
CABINET FOR SAFE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	$30.00 EACH UNIT
TELAPPROACH			
VAULT	$820.00 FIRST VAULT	$310.00 EACH ADDITIONAL	PLANT ESTIMATE
LACING	820.00 FIRST VAULT	310.00 EACH ADDITIONAL	$700.00 EACH VAULT
PHONETALARM #1020 TYPE	820.00 FIRST VAULT	310.00 EACH ADDITIONAL	750.00 EACH VAULT
PHONETALARM #1024 TYPE			
NIGHT DEPOSITORY	$90.00 FIRST DEPOSITORY	$80.00 EACH ADDITIONAL	$275.00 PER NIGHT DEPOSITORY
WITH OTHER B.A. PROTECTION	218.00 FIRST DEPOSITORY	80.00 EACH ADDITIONAL	275.00 PER NIGHT DEPOSITORY
WITHOUT OTHER B.A. PROTECTION			
PREMISE	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	SAME AS MERCANTILE
MERCANTILE			
PREMISE			
DIRECT WIRE	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	$40.00 EACH UNIT
CIRCUIT #230 TYPE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	47.00 EACH UNIT
CIRCUIT #425-830 COMBINATION	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	55.00 EACH UNIT
PHOTOELECTRIC #1700 TYPE-INSIDE USE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	80.00 EACH UNIT
PHOTOELECTRIC #2201 TYPE-INSIDE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	55.00 EACH UNIT
SAFE			
DOOR CONTACTS-ONLY (DIRECT WIRE OR CIRCUIT)	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	$150.00 EACH SAFE
DOOR CONTACTS-WITH OTHER B.A. PROTECTION	17.00 FIRST UNIT	17.00 EACH ADDITIONAL	54.00 EACH SAFE
CABINET FOR SAFE-ONLY (DIRECT WIRE OR CIRCUIT)	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	(SEE NOTE F)
CABINET FOR SAFE-WITH OTHER B.A. PROTECTION	17.00 FIRST UNIT	17.00 EACH ADDITIONAL	(SEE NOTE F)
TELAPPROACH	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	$70.00 EACH UNIT
VAULT	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	$150.00 EACH VAULT
DOOR CONTACTS (DIRECT WIRE OR CIRCUIT)	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	PLANT ESTIMATE
LINING OR STRIPPING (DIRECT WIRE OR CIRCUIT)	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	$465.00 EACH VAULT
PHONETALARM #1020 TYPE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	750.00 EACH VAULT
PHONETALARM #1024 TYPE			
HOLDUP ALARM	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	$48.00 EACH UNIT
WITHOUT B.A. PROTECTION	17.00 FIRST UNIT	17.00 EACH ADDITIONAL	48.00 EACH UNIT
WITH B.A. PROTECTION	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	PLANT ESTIMATE
INTRUSION DETECTION			
INDUSTRIAL PROCESS (ONLY)	$218.00 FIRST UNIT	$30.00 EACH ADDITIONAL	$65.00 EACH UNIT
INDUSTRIAL PROCESS (WITH ANY OTHER SERVICE)	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	65.00 EACH UNIT
SMOKE DETECTION	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	82.00 EACH UNIT
MANUAL FIRE ALARM ONLY	$120.00 FIRST UNIT	$30.00 EACH ADDITIONAL	$94.00 EACH UNIT
RECORDING & SOUNDING DEVICES			
CALL BACH.INCLUDING ONE GONG	$88.00 FIRST UNIT	$88.00 EACH ADDITIONAL	PLANT ESTIMATE
REGISTERS.INCLUDING ONE GONG	88.00 FIRST UNIT	88.00 EACH ADDITIONAL	PLANT ESTIMATE
WHISTLES AND SIRENS	215.00 FIRST UNIT	215.00 EACH ADDITIONAL	PLANT ESTIMATE
BELLS, HORNS, ETC.	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	PLANT ESTIMATE
SPRINKLER SUPERVISORY & WATERFLOW OR WATERFLOW ONLY (INCLUDES W.F.A., LOCAL ALARM GONG OR ANNUNCIATOR)	$260.00 FIRST UNIT	$40.00 EACH ADDITIONAL	$94.00 EACH UNIT
WATCHMAN'S REPORTING AND MANUAL FIRE ALARM			
NIGHT WATCH AND FIRE ALARM OR WATCHMAN SECURITY	$218.00 FIRST UNIT	$44.00 EACH ADDITIONAL	$94.00 EACH UNIT
W.F.A. BOX-WITH NO & FA OR WS	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	94.00 EACH UNIT
COMPULSORY TOUR INCLUDING W.F.A.	218.00 FIRST UNIT	30.00 EACH ADDITIONAL	38.00 EACH UNIT
EMERGENCY CALL-WITH OTHER PROTECTION	44.00 FIRST UNIT	44.00 EACH ADDITIONAL	94.00 EACH UNIT
UNSUPERVISED PATROL POINTS	"	6.00 EACH U.P.P.	"
EXTRA SIGNALING CHARGES		(SEE NOTE G)	"
LOCAL ALARM SERVICES (SEE NOTE H)	80% OF ANNUAL SERVICE CHARGE FOR CENTRAL STATION SERVICE		100% OF CENTRAL STATION CHARGE
DIRECT CONNECTED SERVICES (SEE NOTE H)	100% OF ANNUAL SERVICE CHARGE FOR CENTRAL STATION SERVICE		100% OF CENTRAL STATION CHARGE

NOTES-

A - IF THE ANNUAL COST OF WIRE FACILITIES, AS OBTAINED FROM THE PLANT DEPARTMENT, IS IN EXCESS OF 10% OF THE ANNUAL SERVICE CHARGE DETERMINED IN ACCORDANCE WITH THE ABOVE RATE SCHEDULE, THE EXCESS SHALL BE ADDED TO THE ANNUAL SERVICE CHARGE.

B - WHERE SUBSCRIBER PERFORMS PART OF THE INSTALLATION, SUCH AS PROVIDING CONDUIT WIRING, ETC., PLANT ESTIMATE MAY BE OBTAINED FOR BALANCE OF INSTALLATION AND EMPLOYED AS THE ADVANCE SERVICE CHARGE.

C - PHOTOELECTRIC UNITS SHALL BE COUNTED AS FOLLOWS: 8A #1700 INSIDE, 6 UNITS PER BEAM; 8A #2201 INSIDE, 10 UNITS PER BEAM; 8A #2201 OUTSIDE, 10 UNITS PER BEAM; INDUSTRIAL PROCESS AND AUTOMATIC FIRE ALARM (SMOKE DETECTION) #3501 5 UNITS PER BEAM. A BEAM, IN THE FOREGOING CONNECTION, SHALL BE UNDERSTOOD TO MEAN THE PATH OF PROTECTION FROM EACH LIGHT SOURCE TO ITS COMPANION RECEIVING UNIT.

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[illegible]	[illegible]	[illegible]	$150.00 EACH VAULT
LINING OR STRIPPING (DIRECT WIRE OR CIRCUIT)	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	PLANT ESTIMATE
PHONETALARM #1020 TYPE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	$465.00 EACH VAULT
PHONETALARM #1024 TYPE	218.00 FIRST UNIT	17.00 EACH ADDITIONAL	750.00 EACH VAULT
HOLDUP ALARM			
WITHOUT P.A. PROTECTION	$218.00 FIRST UNIT	$17.00 EACH ADDITIONAL	$48.00 EACH UNIT
WITH P.A. PROTECTION	17.00 FIRST UNIT	17.00 EACH ADDITIONAL	48.00 EACH UNIT
INTRUSION DETECTION	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	PLANT ESTIMATE
INDUSTRIAL PROCESS (ONLY)	$218.00 FIRST UNIT	$30.00 EACH ADDITIONAL	$85.00 EACH UNIT
INDUSTRIAL PROCESS (WITH ANY OTHER SERVICE)	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	85.00 EACH UNIT
SMOKE DETECTION	218.00 FIRST UNIT	17.00 EACH ADDITIONAL (SEE NOTE C)	82.00 EACH UNIT
MANUAL FIRE ALARM ONLY	$120.00 FIRST UNIT	$30.00 EACH ADDITIONAL	$84.00 EACH UNIT
RECORDING & SOUNDING DEVICES			
CALL BACK-INCLUDING ONE GONG	$88.00 FIRST UNIT	$88.00 EACH ADDITIONAL	PLANT ESTIMATE
REGISTERS-INCLUDING ONE GONG	88.00 FIRST UNIT	88.00 EACH ADDITIONAL	PLANT ESTIMATE
WHISTLES AND SIRENS	215.00 FIRST UNIT	215.00 EACH ADDITIONAL	PLANT ESTIMATE
BELLS, HORNS, ETC.	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	PLANT ESTIMATE
SPRINKLER SUPERVISORY & WATERFLOW OR WATERFLOW ONLY (INCLUDES W.F.A., LOCAL ALARM GONG OR ANNUNCIATOR)	$260.00 FIRST UNIT	$40.00 EACH ADDITIONAL	$84.00 EACH UNIT
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W.F.A. DOR.WITH NR & FA OR RS	30.00 FIRST UNIT	30.00 EACH ADDITIONAL	84.00 EACH UNIT
COMPULSORY TOUR INCLUDING W.F.A.	218.00 FIRST UNIT	30.00 EACH ADDITIONAL	38.00 EACH UNIT
EMERGENCY CALL-WITH OTHER PROTECTION	44.00 FIRST UNIT	44.00 EACH ADDITIONAL	84.00 EACH UNIT
UNSUPERVISED PATROL POINTS	..	6.00 EACH U.P.P.	..
EXTRA SIGNALING CHARGES		(SEE NOTE G)	..
LOCAL ALARM SERVICES (SEE NOTE H)	80% OF ANNUAL SERVICE CHARGE FOR CENTRAL STATION SERVICE		100% OF CENTRAL STATION CHARGE
DIRECT CONNECTED SERVICES (SEE NOTE H)	100% OF ANNUAL SERVICE CHARGE FOR CENTRAL STATION SERVICE		100% OF CENTRAL STATION CHARGE

NOTES.

A - IF THE ANNUAL COST OF WIRE FACILITIES, AS OBTAINED FROM THE PLANT DEPARTMENT, IS IN EXCESS OF 10% OF THE ANNUAL SERVICE CHARGE DETERMINED IN ACCORDANCE WITH THE ABOVE RATE SCHEDULE, THE EXCESS SHALL BE ADDED TO THE ANNUAL SERVICE CHARGE.

B - WHERE SUBSCRIBER PERFORMS PART OF THE INSTALLATION, SUCH AS PROVIDING CONDUIT WIRING, ETC., PLANT ESTIMATE MAY BE OBTAINED FOR BALANCE OF INSTALLATION AND EMPLOYED AS THE ADVANCE SERVICE CHARGE.

C - PHOTOELECTRIC UNITS SHALL BE COUNTED AS FOLLOWS: BA #1700 INSIDE, 6 UNITS PER BEAM; BA #2201 INSIDE, 10 UNITS PER BEAM; BA #2201 OUTSIDE, 10 UNITS PER BEAM; INDUSTRIAL PROCESS AND AUTOMATIC FIRE ALARM (SMOKE DETECTION) #3501 5 UNITS PER BEAM. A BEAM, IN THE FOREGOING CONNECTION, SHALL BE UNDERSTOOD TO MEAN THE PATH OF PROTECTION FROM EACH LIGHT SOURCE TO ITS COMPANION RECEIVING UNIT.

D - EXCLUDING INTRUSION DETECTION SERVICE, ONLY ONE FIRST UNIT CHARGE IS REQUIRED FOR ANY COMBINATION OF MERCANTILE OR BANK BURGLAR ALARM OR HOLDUP ALARM SYSTEMS, INSTALLED AT ONE LOCATION.

E - THERE SHALL BE AN ANNUAL SERVICE CHARGE OF $45.00 FOR EACH CONTROL SET IN EXCESS OF ONE.

F - THE ADVANCE SERVICE CHARGE SHALL BE DETERMINED AS FOLLOWS: COST OF FIRST CABINET PLUS $165.00 AND COST OF CABINET PLUS $50.00 FOR EACH ADDITIONAL CABINET. WHEN SECONDHAND CABINET IS USED, CHARGE ONE HALF OF CABINET REPLACEMENT COST.

G - EXTRA SIGNALING CHARGES:

NIGHT WATCH AND FIRE ALARM AND WATCHMAN SECURITY SERVICES.

HOURLY DAY SERVICE, ADD 50% OF MINIMUM BASIC CHARGE
HALF-HOURLY DAY SERVICE, ADD 62% OF MINIMUM BASIC CHARGE
QUARTER-HOURLY DAY SERVICE, ADD 75% OF MINIMUM BASIC CHARGE
HALF-HOURLY NIGHT SERVICE, ADD 25% OF MINIMUM BASIC CHARGE (THIS CHARGE EXCLUDES BE AS HALF-HOURLY NIGHT SERVICE IS PROVIDED IN CONTRACT.)
QUARTER-HOURLY NIGHT SERVICE, ADD 50% OF MINIMUM BASIC CHARGE

FOR EACH EXTRA WEEKDAY ROUND, A CHARGE OF $2.50 PER BOX, PER ROUND, PER ANNUM. THIS CHARGE SHOULD BE USED ONLY WHERE A PORTION OF THE DAY OR NIGHT IS TAKEN UP IN EXTRA SIGNALS; OTHERWISE, THE ABOVE PERCENTAGE OF MINIMUM BASIC CHARGES APPLY AS THE CASE MAY BE.

COMPULSORY TOUR AND FIRE ALARM SERVICE.

FOR EACH EXTRA WEEKDAY ROUND; A CHARGE OF $1.75 PER BOX, PER ROUND, PER ANNUM. THIS CHARGE SHOULD BE USED ONLY WHERE A PORTION OF THE DAY OR NIGHT IS TAKEN UP IN EXTRA SIGNALS; OTHERWISE, THE PERCENTAGE OF MINIMUM BASIC CHARGES (LISTED UNDER EXTRA SIGNALING CHARGES, NIGHT WATCH AND FIRE ALARM AND WATCHMAN SECURITY SERVICES) APPLY AS THE CASE MAY BE.

H - SOLICITATION OF LOCAL AND DIRECT CONNECTED SERVICES SHALL BE LIMITED TO AREAS WITHIN A 60 MILE RADIUS OF A CENTRAL STATION CITY EXCEPT IN THOSE CITIES WHERE SOLICITATION BEYOND A 60 MILE RADIUS HAS BEEN SPECIFICALLY APPROVED.

GENERAL

THE ABOVE MINIMUM BASIC CHARGES ARE CALCULATED TO PRODUCE A MODEST RETURN OVER THAT PERIOD OF YEARS WHICH REPRESENTS THE AVERAGE REVENUE [illegible] THE INSTALLATIONS RATHER THAN THE PRIMARY CONTRACT TERM. MOREOVER, THEY ARE INTENDED TO APPLY ONLY UNDER IDEAL CONDITIONS AND [illegible] THE INSTALLATION AND OPERATION OF SERVICE. THE FOLLOWING CONDITIONS ARE AMONG THOSE IN WHICH THE SCHEDULE OF ADVANCE SERVICE CHARGES [illegible] INSTALLATIONS WHERE CORROSIVE ATMOSPHERIC CONDITIONS EXIST; INSTALLATIONS AT DISTANCES REMOTE FROM THE CENTRAL STATION INVOLVING [illegible] TRAVEL EXPENSE AND SUBSISTENCE AND INSTALLATIONS INVOLVING THE USE OF LABOR FURNISHED BY OUTSIDE ELECTRICAL CONTRACTORS. [illegible] ENCOUNTERED IN THE INSTALLATION, OPERATION AND MAINTENANCE OF OUR SERVICES THAT IT IS NOT PRACTICABLE TO ESTABLISH A SINGLE CHARGE THAT WOULD APPLY IN ALL CASES WITH EQUAL FAIRNESS. ACCORDINGLY, THE ABOVE MINIMUM BASIC CHARGES MUST BE MODIFIED TO GIVE PROPER WEIGHT TO ALL UNUSUAL [illegible] COMMERCIAL REPRESENTATIVES WILL BE EXPECTED TO RECOGNIZE EVERY INSTALLATION THAT IS APT TO PRESENT INSTALLATION PECULIARITIES [illegible] AND TO PROCURE A PLANT DEPARTMENT ESTIMATE OF THE COST TO INSTALL IN EACH SUCH CASE.

[illegible] DATE APR 21 1954 BY [illegible]

NOVEMBER 1, 1953

[fol. 2833] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT NO. 233

July 18, 1958

Mr. J. A. MacDonald,
First Vice President.

Rate Development

In recent years it has been our practice to adjust our annual service charges, effective the first of the year, to the extent necessary to make up the deficiencies between increased costs and revenue obtained from new business. The adjustments have averaged approximately 6½% and have yielded a net annual improvement in revenue of about 4.9%, which is roughly the difference between an average annual increase in costs of about 7½% and an increase in new business of 2½%.

We refrained from taking this action at the beginning of 1958 because of the economic climate which prevailed at that time. There was a considerable amount of sentiment among economists, industrialists, bankers, etc., that the economy might be entering a period of deflation and that there was some likelihood that the costs of both labor and material might decrease, Since then, however, the situation has changed quite materially and now the general feeling seems to be that the recession has hit bottom and that we are now moving in the direction of more inflation. In our own experience, our standard material cost variances are steadily mounting and, with respect to labor, Mr. Doose, advises that labor contracts currently being written around the country call for an average of 11¢ per hour increase in wages, plus various fringe benefits, and it is his feeling that it is not likely that our next union contract will be negotiated at anything less than a 10¢ per hour increase. In view of these trends, it seems imperative that we lay our plans accordingly, otherwise we may find ourselves in difficulty by the time our current contracts, which have one to five years to run, expire.

Accordingly, I would suggest that we immediately an-

nounce a price increase of 10%, which, barring any unforeseen developments, should take care of us until 1-1-60. In other words, the proposed midyear adjustment of 10% is designed to compensate for the individual increases of 5% to 6% which we normally would have scheduled for 1-1-58 and 1-1-59.

[fol. 2834] With reference to advance service charges, I would suggest that it would be wise to reflect current costs, plus 5% for anticipated cost increases.

I am having prepared new price lists reflecting the above suggested revisions, so that in the event you should concur, we will be prepared to release the new lists promptly, or as early as the 23rd or 24th of this month, if you should so desire.

Controller [C. G. Eicker], Stipulation No. 1.

AH

[fol. 2835] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 234

August 30, 1956.

Mr. J. A. MacDonald,
First Vice President.

Rate Development

This is to advise, in response to your letter of August 15, 1956, which was received while I was away on vacation, that there has been no response to your letter dated July 12, 1956, relative to my rate study dated June 29, 1956, copies of which letter were distributed to all officers and department heads.

As it is time that decisive action should be taken relative to necessary revisions in our minimum basic rates, and in the absence of responses to your letter, I am submitting herewith my own independent view of our rate situation.

While some beneficial effect may be expected to result from the exhortations, delivered by you and Mr. Gaston at the general management meeting held on August 24, to

refrain from making any but essential expenditures, I am inclined to doubt that the resultant reduction in expenses and improvement in cash will be sufficiently important, or will materialize soon enough to have any significant influence in our deliberations affecting impending price revisions. If that is a fair appraisal, and in view of the fact that most leading industrialists and economists predict a continuance of the current cycle of increasing wages and commodity prices, we cannot, in all prudence, refrain from gearing our prices to those circumstances. In other words, it seems we have no alternative to pursuing the price policy contemplated in the earnings projection contained in the June 29, 1956 rate development submission.

Accordingly, I have had prepared and am attaching a copy of our January 1, 1956 price list, upon which have been inscribed, in red, proposed new minimum basic service charges, both advance and annual.

Respecting advance service charges, we have not, as you know, made any revisions in them since the issuance of our price list effective December 6, 1954, at which time they were slightly reduced in the contemplation that deficiencies arising would be recouped through the establishment of somewhat higher annual service charges. In other words, theoretically at least, we took a short step in the direction of shifting some of the burden from advance to annual service charges. However, in view of the deterioration of our cash position, resulting principally from expansion of normal operations, involving both central station and outright sale business, including moving and reconstruction of central stations, plus the acquisition of other businesses, it seems to me that we must restore to the practice of recovering installation costs as they accrue. Accordingly, the proposed revised advance service charges appearing on the attached chart are designed to accomplish that end.

The proposed advance service charges have been developed on the basis of our unit cost experience for the first six months of 1956, to which has been added 10% to cover deficiencies in advance service charges secured, including those prorated as annual service charges, which deficiencies during the same period amounted to approximately 8%, the remaining 2% representing provision for further unit

cost increases expected to develop during the current year when last December's wage increases become fully reflected. The latter provision is in recognition of the fact that many of the jobs closed out during the first six months of this year involve labor charges occurring prior to last December, and, consequently, lower labor rates.

[fol. 2836] Incidentally, the deficiencies in advance service charges on the jobs closed out during the first six months of this year amounted to $229,200, or 8% of the related costs, as mentioned above. As these deficiencies are commencing to mount, and, again, in view of our cash situation, it seems desirable to make these new rates effective immediately, rather than wait until the first of the year when we might otherwise normally publish a new rate chart.

The proposed annual service charges reflect a straight 6.7% increase across-the-board, equitably apportioned among the first and additional units in the usual manner, which amount is consistent with the average annual increase found necessary during the past ten years, and as contemplated in our five years' earnings projection. While I would make these new annual service charge rates effective as at January 1, 1957, I would strongly recommend that they be announced immediately, so as to give our sales representatives full opportunity to complete all their 1956 negotiations by the end of the year, thus precluding the necessity of allowing any grace period, during which period, under past practice, contracts written at old rates have been acceptable.

In the course of developing the attached rate chart, I took opportunity to review the files relating to prior rate adjustments, with the aim of determining whether any past considerations might justifiably call for current re-examination. Involved were such questions as the possibility of shifting the burden from one class of subscriber to another, one class of service to another, and differentials as between areas, etc. Our judgment in the past respecting such questions has usually ended in the conclusion that any realignment of rates on such bases would result in no net benefit, but could, on the other hand, create some difficulties, particularly in connection with renewals. The past conclusion seems to me to continue to be valid.

I am attaching copies of this submission for the other officers and will prepare additional copies, if you desire, for any others who may be concerned with this subject of rates.

[C. G. Eicker], Stipulation No. 1, Controller.

AL

cc: Mr. E. Gaston,
Mr. J. Hannon,
Mr. A. E. Smith.

Mr. MacDonald released these copies without comment today E. 8/31/56.

[fol. 2837] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 235

Proposed Revisions in Advance Service Charges—8/28/56

Service	Current Rates	Unit Costs 1st 6 mos 1956	Current Unit Costs	Porposed Rates	% Rate Increases
Aero or Teletherm	$290	$301	$301	$330	13.8
Ea. Add'l Gong	30	—	—	33	10.0
Ea. Add'l Annun.	100	—	—	110	10.0
Smoke Detection	80	127	127	100	25.0
Direct Wire BA	40	40	40	44	10.0
Circuit BA—#250	50	52	55	55	10.0
Circuit B.A.—#425	60	58	58	66	10.0
P.E. #1700—inside	50	—	—	55	10.0
P.E. #2201—inside	80	—	—	88	10.0
Safe Contacts only	135	—	—	150	11.1
Safe Contacts with other	50	—	—	55	10.0
Cabinet for safe	—	—	—	—	—
Telapproach	480	415	415	460	4.2
[fol. 2838]					
Merc. Vault—Contacts	$135	—	—	150	11.1
" " —Lining	Est.	—	—	Est.	—
" " —P.E. #1020	420	—	—	460	9.5
" " —P.E. #1024	675	—	—	740	9.6
Bk Vault—Contacts	135	—	—	150	11.1
" " —Lacing	Est.	—	—	Est.	—
" " —P.E. #1020	540	—	—	600	11.1
" " —P.E. #1024	675	—	—	740	9.6
Night Depository	225	346	396	250	11.1
Holdup alarm	40	45	50	44	10.0
Intrusion Detection	Est.	—	—	Est.	—
Industrial Process	70	65	66	70	—
M.F.A. only	75	101	87	80	6.7
[fol. 2839]					
Record & Sound Dev.	Est.	—	—	Est.	—
S.S. & W.F. or W.F.O.	110	118	118	130	18.2
Watchman Security	75	104	80	80	6.7
N.W. & F.A.	75	71	71	80	6.7
MFA with other	75	—	—	80	6.7
Tour	40	33	33	40	—
Emergency bolt	75	—	—	80	6.7
Total	$4,885	$ —	$ —	$5,320	8.9

[C. G. Eicker]
Stipulation No. 1

[fols. 2840-2841] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 236

Annual Report For the Year 1960

Holmes Electric Protective Company and Subsidiaries

• • • • • • •

[fols. 2842-2843] Report of the Directors of Holmes Electric Protective Company

The Companies' total service revenues in 1960 again increased over the level of the previous year, and amounted to $8,113,000, a rise of $278,000 from similar revenues in 1959. Approximately 75 per cent of this increase resulted from new business, with the continuing electric protective service rate revision programs producing the remaining 25 per cent. The New York Company recorded $234,000, Philadelphia $11,000, and Pittsburgh $33,000 of these additional revenues.

Operating Expenses in 1960 amounted to $7,018,000, a rise of $285,000 as compared with total expenses in 1959. Principally responsible for this upward trend were increases in Payroll Expense of $138,000, in Depreciation Expense of $47,000, in Leased Wire and Conduit Expense of $42,000, and of $20,000 in taxes other than Federal Income Taxes. Other Income decreased by $9,000, with a reduction of $43,000 in Custom Work revenues being almost offset by increases in interest and dividend income. Net income applicable to the common stock of the Company in 1960 amounted to $726,000, this being $7,000, or 1 per cent, below the all-time record earnings established in 1959. 1960 net income per share of stock amounted to $23.27, compared with $23.49 for the previous year.

• • • • • • •

[fol. 2844] As distinct from sales comparisons, the total volume of billing for installation work on customers' premises amounted in 1960 to $1,305,000, or $8,000 less than the similar volume in 1959. Principally as a reflection of

higher labor costs, however, profits from such work declined from $233,000 in 1959 to $190,000 in 1960.

* * * * * * *

[fol. 2845] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 237

CHICAGO

5/25/50.

Mr. A. E. Smith,
General Commercial Manager

A matter has arisen in the competitive situation here which I feel requires prompt and probably definite action.

In three recent instances we find that Central Watch Service has taken contracts with ADT subscribers who cancelled our agreements due to our rate increases and in each case they (CWS) have connected their instruments directly to our equipments and are rendering service. These connections were made prior to our opportunity to remove our equipments and are not connections made to such equipment as we might have abandoned at the time of dismantlement.

In times past Stackler would not resort to such practices and I have told him verbally upon more than one occasion that—when and if he is called to quote an ADT subscriber whom we are endeavoring to increase—he should quote on a new CWS installation; that I would not contribute any of our equipment to him so that he might compete with us on a more favorable price basis.

Dermer Brothers (furriers), 5900 W. Madison Street (D-128-3) was cancelled by us on March 21, 1951 by proper notification after some eighteen months of renewal effort. CWS took a contract with them. It was obvious to me at that time that they must have substantially reduced their initial fee, otherwise the necessary initial cost would have offset any possible saving which might have been accomplished by a lower annual rate. Our plant department subsequently reported no salvage, as the former subscriber refused to allow dismantlement. Twenty nine units are involved of which thirteen consist of vault lacing which we

actually could not dismantle. I know of no way we can prevent the re-use of equipment which we abandon.

Screens, springs, contacts, etc. can be removed however, and I believe should be.

On March 30, 1951 we received cancellation letter from Matt's Wine & Liquors, 1944 W. Chicago Ave. (D-219-3) to be effective May 1, 1951. This came from our renewal efforts and a satisfactory price compromise could not be reached. Our plant department found a similar situation. The subscriber refused dismantlement inasmuch as CWS has connected to our equipment. Fifteen units of premise protection are involved of which everything could be salvaged other than about three units of permanent foil.

On March 29, 1951 Maurice L. Silvey (furrier), 3326 W. Madison St. (D-198-3) gave us cancellation notice to be effective May 1, 1951. This also was a result of our renewal attempts at an increased rate. When the plant department called last week to dismantle the equipment the subscriber permitted them to remove only the phonetalarm equipment in a vault of 4316 square feet. All of the remaining equipment consisting of nineteen movable units, twenty three permanent units (which include lining in five fur safes) together with nine police call devices is being used by CWS in rendering their service.

I have not talked to Stackler about these cases nor to the three subscribers. I wish to know the company's attitude in regard to these actions and what action it considers advisable.

While I could talk with Stackler again and point out the indavisability of such a practice if he wishes to get along with us I consider it of little avail. As stated to you I have no confidence in him nor in his statements. That is the [fol. 2846] position which he occupies also in the watch service industry. The rest of the industry has had experience with him in matters where ethics, agreements and fair play were involved and they know about what to expect from Stackler when the "chips are down."

Thus his present actions are no surprise to me. I, too, have known what to expect.

I do not believe our action should be an attempt to persuade Stackler to install his own equipment so we can dismantle. The refusal came from the three subscribers.

Stackler evidently quoted initial fees based upon the use of our equipments and will be in quite an unfavorable financial position if forced to make his own installations. I doubt that his lawyer brother E. K. Stackler would have permitted the contracts to be amended by a clause stating the quotations were based upon the use of ADT equipment and would be void otherwise.

It will be obvious that these actions must be stopped promptly. Otherwise our attempts at renewal cannot be successful. CWS can, and does, quote lower annual rates than we and if they can quote our customers a $50.00 fee, or even less, for connecting to our installations they can block every renewal effort by our men and finish with serving our customers through our own equipments.

The action to be taken must be decided by the Executive Office. It would appear that replevin action might be advisable and all possible equipment be removed from these three premises in such a manner that they would have no recourse against us. I should be glad to personally supervise the removal.

Such action I believe would teach Stackler what he apparently needs to learn. It might be well to learn whether Stackler can be restrained from such actions; whether he is an accessory in the appropriation of our equipment.

In a recent cancellation in which we invoiced a subscriber for 20% equity in accordance with a contract clause we received a letter from E. K. Stackler stating that he was attorney for the ex-subscriber, and that our claim to equity was invalid. Mr. Rustic handled the matter. Incidentally the cancelling subscriber contracted for CWS service after they had moved to their new location (which move brought about our cancellation) and I suspect it was a part of the competitive deal that the CWS lawyer agreed to handle any action we might take relative to collection of the equity although E. K. Stackler told Mr. Rustic that his law firm handled the legal work for the cancelling subscriber.

In a present competitive deal CWS is quoting $189.00 fee on 9 BA units against our book price of $343.20. It appears that Stackler might have been finally persuaded by his brothers and sisters that he should reduce prices in an attempt to get the signalling portion of CWS out of the red, where it still was at the beginning of this year (infor-

mation from Stackler). The brothers and sisters were tired of supporting it from the profitable watch service portion.

It would seem advisable to determine the action to take and to take it promptly before lapse of time weakens our case in the three subscribers mentioned. I shall be happy to do with expediency and dispatch whatever you designate.

(Sgd) E. O. Betscher, Commercial Superintendent.

EOB:emm

[fol. 2847] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 238

November 7, 1962.

CC: Mr. J. A. MacDonald

Mr. L J. O'Brien
Mr. R. Brechbill
General Sale Manager

Owl Protective Company, Long Island City, N. Y.

Mr. Goldstone of the Owl Protective Company phoned the other day respecting two matters which I believe he has discussed with other people in our organization.

Lord & Taylor in Manhasset, L.I., has apparently transferred their burglar alarm service to Owl Protective Company. Mr. Goldstone wanted me to agree to sell our installation to him along the same general lines followed at R. H. Macy, Westchester when he sold his existing installation to permit connection to our central station. I reminded Mr. Goldstone that he sold his installation to R. H. Macy and that the obvious thing to do respecting Lord & Taylor would be for Lord & Taylor to ask us to sell the installation to them rather than to the Owl Company. He indicated that he would pass the information on to Lord & Taylor.

He requested information to connect their Korvette installation in Baltimore to our central station. He wishes to have us undertake full maintenance and indicated he had the same handling in mind in all Korvette jobs around the country. I told him flatly that we would not undertake the maintenance of any equipment other than our own and that we would only acquiesce in the connection to our cen-

tral station in special cases at the request of the subscriber. As far as the Korvette installation in Baltimore is concerned, I told him we would not agree to the connection and suggested that he contact the other central station company in Baltimore. He reluctantly decided to do so.

G. Gaston, President.

MT

[fol. 2848] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 239

NEW YORK

July 26, 1956.

Memorandum for file:

Competition—Call's Police Signal Co., Chelsea, Massachusetts

This memorandum relates to proposed central station competition in the Boston area by Ben Call of Call's Police Signal Company, Chelsea, Massachusetts. The information was furnished by Mr. Rohlfing, Executive Representative at Boston.

On July 16, at the request of Ben Call and his associates, Mr. Rohlfing met with them to discuss their entrance into central station field. Mr. Call has been a long time friend of Mr. Rohlfing. Operating as Call's Police Signal Co. he has, up to the present time, confined himself to local burglar alarm service only. He is reported to have some 2,000 locals in the Boston area.

Mr. Rohlfing reports that Mr. Call, and his associates, have made a definite decision to enter the central station field in the Boston area, with operations conducted out of Chelsea where they presently have their office. They have ordered a 60 drop burglar alarm switchboard, a nine (9) circuit McCulloh switchboard, batteries and other central office equipment from the Potter Electric Company. They state their central office should be fully installed by September 15, 1956, and that Potter Company will assist in making the installation.

It is reported that they have ordered a 200 pair cable

from the New England Telephone Company, and the installation of this cable will begin shortly. The telephone exchange is located across the street at the rear of Call's present building. Mr. Call advises that this cable is being provided by the Telephone Company at the installation cost, its use restricted for Call's operations, and that no recurring rental will be made for these facilities between the central office and the telephone exchange. He said a monthly charge of $1.34 will cover all maintenance of the cable between these two points. Mr. Call indicated that perhaps Hugh MacDowell or Malcomb Goldstone might make an appearance in this new setup, although presently Call is the principal owner, with his two associates, a Messrs. Forman and Julie.

Mr. Call indicated that he was motivated to enter the central station field because of deteriorating conditions in local alarm business due to chiseling competitors. He expects to secure business by converting some of his existing [fol. 2849] locals, and servicing any former General Alarm subscribers who might be dissatisfied with the present arrangement. He was also aware of the greater revenue received from central station services, since he recently referred several automatic protection jobs to us which he could not handle on a local alarm basis.

While Mr. Call seems optimistic as to securing Underwriters' approval, and connections to fire and police departments, he nevertheless seems aware that this business is not built up in a day. Just why a man fifty-five years old, in comfortable circumstances, with homes in Boston and Florida, and a steady income from his local alarm business, would want to start a central station business is a bit hard to understand. He knows from experience, and advice of others, that ten to twelve years are necessary to build a satisfactory business, so it is strongly suspected that others are interested in this venture.

Mr. Rohlfing and Mr. Warner will keep close watch on the development of this competition. All renewals of A.D.T. & G.A. contracts should be reviewed and brought up-to-date promptly—we do not want a repetition of 1938-39 in Boston. B.E.P.A. will be advised.

Vice President, [A. E. Smith], Stipulation No. 1.

AES:AS

[fol. 2850] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 240

September 8, 1959.

Mr. A. S. Jacks
District Sales Manager

Competition—Buffalo, New York

This refers to Mr. May's letter to my attention dated September 4. I note that he has sent you a copy. Since you are away on vacation, I am sending copy of his letter to Mr. Blum.

It is requested that as soon as convenient you furnish us a report on the activities of this competitor. Wherever we are faced with central station competition, it is most important that our renewals be kept up to date. I assume you will keep this point under close supervision in Buffalo.

L. J. O'Brien, General Sales Manager. By: Ray Brechbill, Assistant to General Sales Manager.

rmh

cc: Mr. R. G. Blum.

[fol. 2851] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 241

BOSTON, MASS.
September 29, 1958.

Mr. L. J. O'Brien
General Sales Manager

Cole-Hersee Company
54 Old Colony Avenue
18-34 Old Colony Avenue
South Boston, Mass.

Several months ago, this customer inquired whether or not we would reduce our existing annual service charge, in view of the fact that they had a proposal from the Call's Signal Company. We, of course, advised the customer

that we would expect him to honor our contract as we were sure that he would expect ADT to honor the existing contracts. Just when we thought we had the matter at rest, we were then asked by the customer on what basis would we consider cancellation of an unexpired one year, three month term.

I then, personally, entered the negotiation and learned that Mr. Call was friendly with an executive of the customer's organization and that there was every effort being made to permit Mr. Call to negotiate a contract and the differential of charges was being highlighted. Mr. Call's proposal covered a fully approved system, duplicating the services rendered by ADT and his proposed charges were $1.00 as an advance charge, plus an annual service charge equal to a 25% reduction in the current ADT charges, whatever that charge would be.

Sensing some real difficulty and after further negotiating, I discussed the matter with Frank Chase of the A.F.A. Company, because of the involvement of two sprinkler supervisory contracts and it was decided that we would be wise to tie this particular account up for a five year period and I was able to do so on the basis of approximtely a 15% reduction and insisted on a five year term contract.

At the time of negotiation some additional equipment was involved, due to additional building and it was necessary to include the additional devices at no increase in [fol. 2852] the annual service charge and again, with the acquiescence of Frank Chase, we arrived at an advance service charge and we were able to get the amounts as indicated in the attached agreements.

There has been every indication that Mr. Call is more than anxious to obtain large amount contracts because apparently his progress is too slow revenue-wise when confronted with the smaller revenue bearing negotiations; therefore, it is my recommendation that we accept these agreements as written.

District Sales Manager, [R. T. Warner], Stipulation No. 1.

RTW:y

attachments

[fol. 2853] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 242

NEW YORK, NEW YORK

August 8, 1961.

Mr. R. Brechbill,
Asst. to General Sales Manager

Quality Wool Quilting Corp.
19-53 46th Street
Astoria, New York

Mr. Jacob Miller, President of this firm told me when I visited him that under no conditions would he give us any increase. I pointed out that when the service was first installed he had received a favorable price due to competition. He, in turn, pointed out to me that he could still get competition to come in, if we were going to raise his rates. The best possible solution to keep this customer was to only increase his rate $100.00 which represents a 20% increase and tie him up for another five years. As you know once a customer is lost it is very difficult to get him back. A question of a five year contract was agreed upon rather than have this customer go to the Owl Co. who would give him a far better price over the next five years. I suggest that we go along with this subscriber, rather than to upset him further.

George V. Roach, Sales Representative.

[fol. 2854] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 243

WASHINGTON, D. C.

September 23, 1960.

Confidential

Mr. H. E. May
Special Representative
Philadelphia, Penna.

This note pertains to contract attached

Bellevue Stratford Hotel
SWC Broad and Walnut Streets

Benjamin Franklin Hotel
9th & Chestnut Streets
Philadelphia, Penna.

This will confirm our telephone conversation today regarding the subject renewals which are herewith returned.

In the charges made against us by the Robinson Company, one charge alleges that we engaged in the indiscriminate practice of renewing contracts far in advance of expiration dates for the purpose of blocking competitive efforts.

I understand that the attached renewals conform with our oral understanding with Banker's Securities Corporation and City Stores, Inc., to the effect that we will give them a 25% reduction in annual service charges, upon the expiration of existing contracts. I do not propose that we repudiate this in any way, but in the face of the specific charge against us concerning renewals, we could not logically execute the attached agreements at this time.

Will you please explain our position to Mr. Amsterdam and advise him that we will have to hold these renewals in abeyance and execute them at a reasonable time prior to the expiration date.

E. J. Heisley, District Sales Manager.

EJH/gb

[fol. 2855] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 244
MILWAUKEE, WISCONSIN

July 2, 1959.

Mr. E. Turnbull
District Sales Manager
Minneapolis, Minnesota

Re: Request for Competitive Quotation to Secure Agreement for SS & FA with a new Subscriber, Milwaukee Forge & Machine Company.
1532 East Oklahoma Avenue
Milwaukee 7, Wisconsin

The writer has a very close friend in the Treasurer of the above. For this reason and this reason only, they are allowing me to re-submit on a more competitive basis.

I will be on vacation from today until Monday, 7-13-59. On 7-13-59 this prospect in the name of Mr. James G. Curtis, Treasurer, wants me to give him an agreement within only $20.00 or $25.00 of the Merchants Police quotation, which is in agreement form. He will then try to sell the President on ADT in spite of the differential in price.

These figures are going to be a shock to you, but I saw the contract and know them to be true.

Frankly, I want this agreement because I feel that the potential to make up our initial loss is there and I don't want Merchants Police to get this job at any cost.

I am hoping by securing NBR plus in places like Racine, Waukesha, etc., and even Milwaukee occasionally, will allow me to be able to secure this one, even at the large concession necessary.

Here it is:

2-wet waterflow alarm 1-dry waterflow alarm	} T
1-High and Low air	T
1-Power to fire pump	T
1-Running supervision on fire pump	T
5-Shut-off valves	T
1-MFA	
2-Units for (3-drop annunciation)	
14	5 transmitters

Total 19 SSWF

[fol. 2856]

ADT MBR Advance Service Charge	$2546.00	1273. ✓	
Annual Service Charge	1250.00	625. ✓	
Merchants Police Quotation			
Advance service charge	$ 829.00		
Annual service charge	540.00		
I would like my agreement to have the following prices:			
Advance service charge	$ 948.00	Approx.	37%
Annual service charge	568.00	"	45%
		568	
		5	
		2840	
		948	
Total 5 years avg.		3788	
		2546	
		5/1242	
Per year for operations & profit		248.50	20%
		1250.	

Shall I do this or shall I call him on Monday, July 13, 1959, and tell him that I am unable to give them an ADT Cadillac installation at a Ford price.

I will be looking for your reply on my desk on 7-13-59.

Thank you and as ever, I will abide by your decision.

R. F. Michiel, Sr., Sales Representative.

RFM:sp

CC: Mr. R. Brechbill, Mr. F. E. Miller

TY

I will go to $900 on advance—but think ASC should be at least $600.00, will take a little better than 2 years at these rates—or

[fol. 2857] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 245

BOSTON, MASSACHUSETTS

August 19, 1958.

Mr. L. J. O'Brien
General Sales Manager

Re: Raymond's, Inc.
205-229 "A" Street
South Boston, Massachusetts

Attached you will find contracts and supporting papers covering the above job.

We serve this subscriber in Boston, Lynn, and Quincy. They have a large warehouse area in South Boston now protected by night watchmen but in view of our establishment of automatic services at their Quincy store, they are eliminating watchmen at the South Boston warehouse.

The Automatic Fire Alarm Company and ADT submitted bids for sprinkler supervisory service and burglary alarm service at a slightly reduced figure from our standard M. B. R. due to the fact that Call's Signal Company's owner is quite friendly with the customer. The original ADT quotation for burglary alarm service was $4220.00 advance service charge, and $2590.00 annual service charge. Standard rates would have been $6732.00 advance service charge and $3454.00 annual service charge. We were told by the customer that our quotation could not be considered because a quotation secured from Call's Signal was several thousands of dollars less for the first year cost than the ADT quotation. Mr. Chase learned through a friendly insurance agent, who handles the insurance for Raymond's, that the South Boston job was going to be given to Call's because of a great differential in price. Inasmuch as this specific job represented a sizable annual revenue potential for our competitor, plus the fact that he would have a foothold in future negotiations where we presently serve, I personally took over the negotiations. I was unable to resolve the matter on any other basis as indicated in the following:

An Advance service charge of $2710.000 and an Annual service charge of $1425.00, plus an adjustment on the Quincy contracts recently secured of approximately $495.00 in first year revenue. This will be handled on the basis of a 15 per cent reduction in both annual and advance service charges.

It is with extreme regret that I submit this contract but in view of the circumstances, there was nothing that I could do except default the business to Call's Signal Company. Mr. Chase and I both know that the competitor is apparently being pushed quite hard for business.

[fol. 2858] That is the reason why highly reduced quotations are being made. We have put this matter to a test on some occasions by holding firm to a quotation only to lose the business. Therefore, when a sizable amount of revenue from an individual location is available, I believe it is in the best interest of ADT to prevent the competitor from getting a foothold. At the present time, there are two or three instances where existing customers have been approached by our competitor and are now asking for a reduction in what is now a substandard service charge prior to expiration of the contract, or they threaten to adopt our competitor's services. These instances, however, will be met on an individual basis and are not intended to be involved in this current matter except as additional information motivating our action in this instant. The one salvation is that there is a reasonably substantial amount of potential to accrue with Raymond's, Inc. in the way of additional service at their present locations, plus two presently planned locations, and I now have a firm position with the principals operating the business so that I am reasonably sure that I can control future developments, although to be sure, price concession will again be necessary.

I must ask that I be advised almost immediately as to whether or not these contracts are acceptable because it was necessary to agree to start the work and I did not want this to develop if we are to reject the contract. Please advise.

R. T. Warner, District Sales Manager.

RTW:kb

Attachments.

[fol. 2859] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 246

AUTOMATIC FIRE ALARM COMPANY

November 13, 1957.

To: Mr. L. W. Thomason, Vice President, Philadelphia.
From: Mr. John J. Way, Comm. Repr., Philadelphia.
Subject: Morris Fishman & Sons, Inc., 4060 Orchard Street, Philadelphia, Pennsylvania.

After several years of negotiation we finally induced these people to eliminate watchmen and install Sprinkler Supervisory Service and Burglar Alarm. Holmes quoted on Burglar Alarm. Our Sprinkler Supervisory Service proposal as of August 29, 1957, called for $1155.00 Advance Service Charge and $940.00 Annual Service Charge. We also proposed Temperature and Boiler Supervision at $560.00 Advance Service Charge and $272.00 Annual Service Charge.

Our proposals were verbally accepted and the contracts sent to Morris Fishman's lawyer for approval. When I called there three days later I was told Owl Company had presented a package deal for all Services amounting to about one-third less for S.S.S. and I.P., which was too great a difference to ignore.

Mr. Fishman said he would prefer our Services and would go along with us if we would meet Owl's price. I reported the situation to Mr. Thomason by phone from the prospect's office and was instructed to cut Owl's price another one-third and give Fishman a good reason for this procedure.

The figure of $800.00 Annual Service Charge (no advance) was calculated on this basis. New contracts were drawn and approved by the lawyer and signed the same day.

I did not feel it was necessary or wise to undercut Owl's bid, nor was I happy about the reduced commission, but I followed instructions.

John J. Way, Commercial Representative.

JJW/omrd

888+1P	Cut to	Homes would not cut.
1155+560=1715	0	
940+272=1212	800	
5 yr=7775	400	

Holmes lost out to a local Company—Bell

[fol. 2860] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 247

MILWAUKEE, WISCONSIN

March 20, 1959.

Mr. E. Turnbull
District Sales Manager
Minneapolis, Minnesota

re: Continental Can Company, Milwaukee, Wisconsin

As requested during our telephone call this date, the writer will give you a resume of the recent negotiation with the above.

About 2-27-59, Mr. Kohn of the present Continental Can Company location called ADT and asked us to contact a Mr. C. B. Wisler and survey for a new location in Milwaukee.

Mr. King complied, and it was mutually agreed with Mr. Schultz to quote 50% of the advance service charge and full annual service charge. This was due to Mr. King telling Mr. Schultz that Merchants Police was in the picture. This came about by a mutual friend, Homer Bell of the Burns Detective Agency calling our office that Merchants Police survey action was in progress.

Mr. Schultz instructed Mr. King during a telephone conversation to feel his way when quoting and to keep the door open to alter the quotation, if necessary.

From the outset, it was Milwaukee thinking that with Merchants Police in the picture, our MBR annual service charge quotation would be very much higher. As it proves, a 60-80% would not have secured this job.

Mr. Schultz called the writer about 8:30 A.M. on 3-19-59,

and reported he had bad news. Continental Can Company was going to the Merchants Police. Reason being that Mr. Wisler went on record that he did not care to do business with W. J. King. It was so reported that Mr. King presented the proposal in a "take it or leave it" attitude.

After listening to Mr. Kohn and Mr. Wisler, it appears that Mr. Wisler expected a single ADT low quote and does not appreciate the later price juggling act. He said his decision in favor of Merchants Police was made due to their much lower quotation and also added they will render a little additional service.

[fol. 2861] From where I sat, Mr. King still has a good friend in Mr. Kohn, and from all expressions, Mr. Wisler is not provoked with Mr. King, but only dissatisfied with the ADT high first quotation, and thinks the requested renewal increase from $3167.00 to $3918.00 is not reasonable.

F. E. Miller, Special Representative.

FEM:sp

[fol. 2862] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 248

CINCINNATI, OHIO

July 28, 1960.

Mr. L. J. O'Brien
General Sales Manager
Mr. A. S. Jacks
District Sales Manager

Re: Hyde Park Lumber Co.
Burch & N&W Railroad
Cincinnati, Ohio

Mr. Martin is somewhat familiar with this job as I discussed it with him on the phone. Attached is the necessary Form 701.

On a job this size and with a large installation charge, we must cut our charges ridiculously low to have a chance. However, if we want the job, we had better reconcile ourselves to this fact and submit our price accordingly the first time.

Mr. Kenny, President of Hyde Park Lumber Company

is a fine gentleman. Last Thursday he visited our central office and also our competitor's office. By getting him to do this, I thought we had a good chance to get this. This morning I called Mr. Kenney on the phone and he told me that he had not made a decision yet, but that he would within the next couple of days. It was during this conversation that he advised that our $3180 was a little lower and our $1776 was way higher than our competitor's. At 1:00 PM Norm Schaft and I went out to see Mr. Kenney. He has just heard from Lumberman's Mutual and he decided on our competitor's service because of cost. We gave him the usual pros and cons and I then asked if I might not submit a last stand price. Mr. Kenney stated that he rather I wouldn't as he wanted to be fair about it and had to sleep with his conscience. I told him I would respect his wish, thanked him for his time and hoped that it worked out all right for him.

I hated to lose this one very badly for several reasons. First of all the 3.2 commission and business credit, but most of all we had been holding our competitor pretty well in check. I think they are pretty much on the ropes and we should keep them there, if possible.

It is one we lost and that is it. Maybe we have learned something by it.

A. A. Balestrino, Sales Representative.

AAB/rp

Attach.

GOVERNMENT EXHIBIT No. 250

WASHINGTON, D. C.

April 17, 1959.

Mr. L. J. O'Brien
General Sales Manager
New York City

Nationwide Safti Brake Company
1115 West Broad Street
Falls Church, Virginia

Reference your letters dated April 6 and 9, 1959, you are correct in your statement that the proper amount of amortized advance service charges should have been shown on the contract as $406.80 and $648.90. The copies of contracts in this office along with the subscriber's copy have been corrected accordingly.

You state that we should have prepared Forms 400 to show full amount of advance service charge as being obtained and amortized thus creating a larger deficit in annual service charge and no shortage in the advance service charge.

This, as a general practice, would certainly place us at a disadvantage in endeavoring to maintain an acceptable record in the statistics related to percentage of annual service charge procured as related to minimum basic rates. By throwing all the deficit into annual service charge, the statistics concerning the integrity of rates procured are certainly badly distorted.

In these particular negotiations when we consider the over-all money procured we are in the neighborhood of 85% of our minimum basic rates. Your formula would perhaps show us at about 75% of annual and 100% of advance. Is it proposed that this formula be employed to discourage the amortization of advance service charge? If so, this appears to me to be impractical in the light of competitive conditions. The Federal Engineering Company's annual service charges are anywhere from 20 to 30% below our 80% rate. In other words, they are about 50% of our standard rates. On the other hand, because of their limited cap-

ital they must quote fairly high advance service charges. When we are negotiating with people who dislike the large cash outlay required by Federal we distract their attention from the difference in annual service charge by spreading the advance service charge.

[fol. 2864] The recent growth of our business in Washington despite Federal competition indicates that we probably have the right approach to meeting this competition.

It does seem to me that where competition forces us to sell on a 60-80 formula or, as in this case, something better than 60-80, it should be possible to record the sale on the Form 400 in the manner in which it was sold even though advance service is amortized. We have been consistently doing this but would judge from your letters we must now throw all deficit into annual service charge. Very frankly, we would like you to accept this as an appeal from this ruling.

The Forms 400 are herewith returned for reconsideration. Will you please change Market Tire Company, Rockville, Maryland contract to show $406.80 as amortized and the Nationwide Safti Brake Company, Falls Church, Virginia contract to show $648.90 as amortized. We have advised the subscribers of the change. After all, since these are the advance service charges we quoted in our written proposal, we cannot show any other figure on the contract as representing the amortized advance service charge.

E. J. Heisley, District Sales Manager.

EJH:hc:ptw

Enclosures.

[fol. 2865] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 251

INDIANAPOLIS, INDIANA

January 14, 1958.

Mr. D. R. Hall
District Sales Manager

This letter of explanation is enclosed should you need further details than those on the forms. Although you are quite familiar with this negotiation, having given it considerable personal attention, it's very possible you will need minor details for our New York office.

All negotiations were based on 80% of standard annual rates and 65% of the standard installation. One exception to this is on the NWT service, where we took the six tour stations as supplemental and at 80%. The two MFA boxes were originally figured as sprinkler units at $48.00 each, times the 80%. The tour portion of the agreement was added at the insistence of the Factory Mutual people and it was decided at that time that the MFA's could remain on the NWT&FA service although they are shown as SS&WF units on the agreement.

The F.M.A. insisted on a watchman making one round to insure proper closing. This is not noted specifically in the agreement as it is possible in emergencies that more use may be made of the system. We believed this to our advantage as it will undoubtedly assist us in the operation of the burglar alarm. It is intended that the watchman make this round to see that all doors and windows are closed and locked properly.

If you recall, this is the prospect where our competitors had the Factory Mutual people down to see if their central office was OK to receive signals from this plant.

This is another large account which would have enabled our competitors to expand considerably, had they secured an agreement. The competitors prices were only about ¼ of our annual and about 150% of our installation. We be-

lieve that the amortization was the deciding factor in our securing this agreement.

Please advise if this is not sufficient.

C. J. Lawson.

CJL/slg

[fol. 2866] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 252

Copies: Mr. L. J. O'Brien, Genl. Sales Manager
Mr. Frank A. Fritz, Sr.

February 9, 1962.

Mr. E. Gaston
President

Malcolm Goldstone Owl Protective Co. Inc.

I had lunch today with Malcolm Goldstone of Owl Protective Co. Inc., at his request, to discuss some aspects of IBM machine operation. Goldstone, presently, is negotiating with IBM an installation of equipment for his company. His inquiries were directed principally, toward the subscriber billing application. He had with him, on this occasion, a Mr. Leonard, IBM salesman.

After having talked to Malcolm Goldstone not infrequently on the telephone, over many years, I think it came as something of a surprise to me to realize that I had never met him personally before. Aside from not being quite as heavy, he looks very much like his dad.

Inevitably, during the luncheon, there was some discussion of the business. The Owl Company and all ADT's other competitors are very much interested in ADT's antitrust suit. There seems to be a belief that anything that befalls ADT of an unfortunate nature, probably would be bad for the industry, though Goldstone personally does not believe that any restrictions imposed upon ADT's present practices would necessarily be visited upon the competitors.

In particular, Goldstone seems to feel very badly about the Robinson suit in Philadelphia, sincerely believing it to

have been brought for ulterior motives. He has indicated that he thinks he might make a good witness for ADT and that he would be glad to do this. In distinction, he feels that the business of the Sentinel Company in Philadelphia is being operated on a much higher ethical plane.

Gladstone, apparently, does not think too badly of ADT's competition. He admits regret that he lost the Macy White Plains job, and indicated a belief that we must have lost a [fol. 2867] good deal of money on the job. He avers we had to run in 16 lines from 23rd Street to White Plains in order to accommodate the job. I told him that this sounded a trifle on the wild side, but that I did not know anything of the circumstances of the solicitation.

Malcolm keenly felt the loss of the Germantown installation (Philadelphia, I believe) and indicated that ADT's success with the Macy job and the Germantown job are among the things that persuaded him to take away from us the Daily Mirror job, despite anything that we might do in competition, just to place the situation on a "one for one" basis, as he put it.

Goldstone objects most strenuously, to ADT's practice in spreading advance service charges, which he refers to as the financing of the cost of installation. I asked him to consider whether this wasn't just a recognized aspect of doing business, wholly without regard to any question of legality of practice—that I knew of no law forbidding it. He said, "Oh I know, but we are not in the financing business". I reminded him that he could always borrow the money with which to do the same thing, but he indicated the practice was objectionable as costing too much "and we don't have the money".

At one point in the talk Goldstone indicated that he had lunch with Jim Roberts of the AFA Co., when he first contemplated opening up a central station in Long Island (or possibly shortly after). He said that he had indicated to Mr. Roberts that Owl had no intention of soliciting AFA's accounts if they didn't encounter the same practice. I reminded Mr. Goldstone that, in all likelihood, the very discussion was violative of the law. Goldstone hedged slightly, and then indicated that he could always deny that he had ever said any such thing.

Goldstone also referred to the possibility that ADT might, as a result of the present litigation, be required to divest

itself of its manufacturing facilities. In that event he indicated a desire to see what might be done looking toward [fol. 2868] its acquisition by Owl. He would, in any event like to be in position to supply us with some of our material needs. He further indicated that he felt it was a crime that the courts should require ADT to get rid of its manufacturing facilities and said that this was the way the rest of the independents felt about it, too. I told him that we would have to await the disposition of the courts to see what, if anything was done in this connection.

First Vice President [J. A. MacDonald], Stipulation No. 1.

MRH

CCs: Mr. Frank A. Fritz, Sr., Mr. L. J. O'Brien.

[fol. 2869] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 253

DETROIT 26, MICHIGAN

Sep. 11, 1961.

Mr. L. J. O'Brien
General Sales Manager.

Re: Wright-Bachman, Inc.,
Indianapolis Stock Yards,
Indianapolis, Indiana.

Renewal—Burglar Alarm Service.

The attached renewal Rider and supporting forms cover a decrease in annual rate, which was necessary in order to retain this account. Before we secured this renewal, I discussed this matter with Mr. Warrick.

In view of the fact that the service is presently installed and operating, with a minimum of trouble, we considered it advisable to retain this business in the face of competition. You will note that we suggested changing the term of the agreement from five years to three, hoping that in

the interim our competitors may fall by the wayside. This may give us an opportunity to review the charges in an effort to improve the rate three years from now.

We trust that you concur with us in this matter, and will approve the agreement.

J. K. Swanson, District Sales Manager.

JKS:S

[fol. 2870] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 254

MILWAUKEE, WISCONSIN

February 18, 1960.

Mr. Harry E. May
Special Representative
Philadelphia, Pennsylvania

Re: Philco Distributors, Inc.
2410 & 2458 West Lisbon Avenue
Milwaukee, Wisconsin

The attached sheet shows a breakdown by units for protection at these two locations. They are 1½ miles from the Central Station and wire costs are $45.00 per pair. The buildings are 150 feet apart and separated by a public alley. However, all phones in both buildings are on a PBX in 2458 so we should be able to piggy-back on a house pair between the two buildings and sell 2410 as supplemental with an extra set.

Now to our competitor. Since this has to go through the mail we won't use our normal descriptive terms. The guy runs a pretty high class operation as you can see by the enclosed photo-copy with guard service and all Central Station Services. His pricing is out of this world and we would suggest a range of 70-75% annual and 40-50% advances as his probable figure.

The breakdown we suggest is fairly skeletal, and although more comprehensive than your suggested breakdown, it's about the minimum for the alarm to have any value. At this time I don't think we should try for any other services.

The lease on these two locations expires on 3-1-61 and Mr. Catena informs me that they are trying to find a single location to consolidate the two operations.

If it were me I would keep the installation as reasonable and competitive as possible and tie them up with a vacate-cancellation with service at another location clause.

[fol. 2871] Mr. Catena showed much interest and asked me to show him a copy of the proposal when submitted so I would appreciate copies of your proposal to Mr. Transue and a report on your progress. Anything we can do to be of help on this, let us know and we will hop right to it.

W. J. King, Sales Representative.

WJK:is

cc: E. Turnbull, F. E. Miller.

[fol. 2872] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 255

CLEVELAND, OHIO

April 19, 1956.

Received Apr. 23, 1956, Executive Accounts Department

Mr. Frank J. Concannon
Executive National Accounts Representative

Re: American Brass Company, Cleveland, Ohio

In reference to your letter of April 17, 1956, I made a visit to the subject company and spoke again with Mr. H. M Paxson and asked if the Morse Alarm Company had started their installation at their new Warehouse and Offices at West 117th Street and Carbon Road. I was informed that Morse was waiting until the building trades unions were through with their work on this building and as yet had not started any of their installation. The Subscriber has arranged with his Electrical Contractor to install conduits to city pit and to post indicator valves located on the outside of this new building.

I explained to Mr. Paxson that we had a contract which

ran until 1-1-58 and amounted to $929.50 per year. I also went into great detail as to the difference between the Morse Alarm Company's service and A.D.T.'s Service. I also explained to him that the prices which Morse quoted and under which they secured the contract definitely means that the Morse Alarm Company will lose money on both the installation and the annual service charge throughout the life of the contract, that it was also my thought that they were doing this so that they may be able to tell their future prospects that the American Brass Company was using Morse Alarm Company's Service, and that under the circumstances this was no longer competition but actually amounted to a War. I indicated that if Morse Alarm Company was going to make such concessions, we would attempt to do likewise and that he would now be in a position to secure A.D.T. service at a substantial savings.

I explained to Mr. Paxson that if he needed an excuse to cancel our competitor's contract before they have performed any work, he could explain to them that he would be forced to pay for ADT Service at his old location to his expiration date and due to this it would be impossible for him to install the Morse Alarm Company's Service. [fol. 2873] I believe that Mr. Paxson was much impressed with our conversation and he has promised to take this whole matter up with his home office and would call me and give their decision as to whether it would be possible to cancel the Morse contract and continue on with A.D.T. I indicated to Mr. Paxson that if he so desired I was sure that you would contact the home office and go over this matter completely with them or I would be glad to handle the matter with Mr. Paxson, here in Cleveland.

At the moment, I have made no actual commitment as to what price we might quote but rather indicated that we would do everything in our power to come up with a price which would be satisfactory to both parties.

Protection on which we quoted is as follows:

SSWF—14 Units	BA—18 Units
$1540.00 MBR Advance	$780.00 MBR Advance
$ 830.00 MBR Annual	$677.00 MBR Annual

The combination of these two services amounts to an Advance of $2320.00 and an Annual Service Charge of

$1507.00. It is our understanding that Morse has secured this contract for an Advance of $800. and an annual charge of $750.00.

This is actually where the matter rests at this time and I am waiting for a call back from Mr. Paxson. If it is at all possible, I think it would be an excellent idea if you contacted the home office in a further attempt to get them to cancel the Morse Alarm and continue on with A.D.T.

Thank you very much for all your concern and your help in this matter.

Bert W. Henke, Sales Representative.

BWH/rz

cc: Mr. C. L. Chaffee, Cleveland, Ohio.

P.S. We learned also from Mr. Paxson that Morse was not called in on this particular installation and most likely they noticed the building and asked if they could quote on this particular installation.

[fol. 2874] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 256

ADT Instructions, Page Nos. 1266-1269

Subject: Contract Procedures.
Reference: General Instructions Instructions No. 77.
Distribution: District Operating Superintendents and Managers, District Plant Superintendents and Foremen, District Sales Managers and Representatives.
Date Issued: July 11, 1960.
Issued By: Co-ordinator.

Discontinuance of Contracts

1. *Introduction*

1.1 Subscribers' requests for discontinuance of service may be received either during or at the expiration of contract periods.

1.2 These instructions are issued to set forth the general routine to be followed upon receipt of such discon-

tinuance requests—as distinguished from the detailed, step-by-step instructions for preparation and routing of forms, etc., as covered in General Instructions No. 41, dated November 15, 1954 (commonly known as Form 400 procedure)—and to establish the method of computing charges due ADT under such circumstances.

2. *Notification of Discontinuance Requests*

2.1 The operating manager shall secure written notice of the subscriber's desire to discontinue service, wherever possible. This notice from the subscriber —or, in the absence of such written notice, written advice from the manager regarding the service discontinuance—shall be referred immediately to the district sales manager and the local sales representative, so that they may exert their best efforts to continue the contract in force, if practicable.

2.2 It is not necessary for operating managers to acknowledge such notices, but the sales representatives shall do so immediately—by letter—and follow this up with a personal visit as promptly as possible, in an attempt to resell the subscriber on the merits of ADT service and the advisability of retaining it.

3. *Value of Follow-up Visits and Resale Efforts*

3.1 The importance of these follow-up visits and attempts to "resell" the service cannot be too strongly emphasized. Often a persuasive and convincing sales representative can change the subscriber's mind and result in continuance of our services.

3.2 However, even if the sales representative's efforts are unsuccessful in retaining the contract in force, they will have at least laid the groundwork for negotiating a terminal contract settlement charge which may be due on the unexpired contract.

4. *Circumstances Obviating Collection of Charges*

4.1 There are circumstances involving partial or total discontinuances where it would not be practicable for the sales representatives to attempt to resell or en-

force the terms of the contract—where it would be proper to waive any charge with respect of the unexpired term of the contract.

4.2 Such instances shall be recognized and considered on their merits, as they present themselves, and decisions shall be left to the judgment of the district sales manager, based upon the recommendations of sales representatives. While in no way limiting such instances to those mentioned below, the following are cited as examples of situations where it would be proper to waive charges:

a) Discontinuance of certain units in order to reduce the annual service charge and thus enable the subscriber to retain ADT service.

[fol. 2875] b) Where a multi-location subscriber is abandoning one particular business location, because of his inability to renew a lease, or his decision to consolidate operations, or the fact that it is an unprofitable location, etc. In such cases, discretion shall be used as to whether all or some part of the charges for the unexpired contract term shall be waived.

c) Where a subscriber is moving to a new location and subscribing for service at the new location, which is reasonably comparable in dollar volume to the service being discontinued.

d) Where a new tenant is taking over the discontinued service, with no substantial lapse of time involved.

e) Where a subscriber is replacing one form of service with another of reasonably comparable cost.

5. *Negotiation of Settlements*

5.1 When the sales representative has exhausted efforts to have the service continued, he shall undertake to negotiate for collection of the full charges provided for in the unexpired contract. This does not mean that all that need be done is to submit a Form 408 recommending that the subscriber be billed a 100% contract termination charge and the account be re-

ferred to our attorneys for handling. It means that the situation shall be fully discussed by the sales representative with the "discontinuing" subscriber, and then full billing is recommended and if payment is refused the matter shall be turned over to our attorneys for handling. In such instances, stressing the following factors may be helpful in imparting an appreciation of the value, reasonableness, and validity of our contracts:

a) The discontinuance of an individual contract does not result in any measurable cash saving for ADT, since our manpower, offices, and facilities must still be maintained whether or not the contract is in effect. Therefore, the recurring service charges for the unexpired term represent the amount lost by ADT.

b) A further loss to ADT is brought about by the fact that we spread costs, such as depreciation, over relatively long periods of time—rather than attempting to recover all costs at the outset of a contract, which might be a handicap in "selling" the original contracts—and cancellations do not permit ADT to recover such costs. In like manner, ADT's plans for financing, expansion, etc., are based on the premise of continuance of existing contracts, and cancellations would disrupt such plans.

c) Term contracts commit ADT to relatively long-term fixed prices for a service in which 70% of the cost is for salaries and wages—which do not remain fixed.

d) ADT is prepared to carry out its obligations under the contract, and it is reasonable to expect the other party to the contract to do likewise.

5.2 The preliminary "discussion" explained in the preceding paragraph will facilitate the presentation and defense of the 100% charge. Not only is the 100% charge entirely proper, but such an approach makes possible the simplest presentation and, further, in the event it might be necessary to compromise, it affords maximum opportunity to negotiate.

5.3 If a 100% charge cannot be agreed upon, then the sales representative shall attempt to make the most beneficial compromise possible. Obviously, ADT would prefer to arrive at a reasonable compromise than to litigate. Nor does ADT expect any sales representative to do anything that might damage goodwill or be otherwise inimical to the Company's best interests—merely in an effort to comply with instructions—without first presenting his best judgment for consideration by the district sales manager.

5.4 When the sales representative believes he has reached a point of compromise beyond which the subscriber is unlikely to go, short of legal action, the following action shall be taken:

a) The sales representative shall tell the subscriber that he will present the details of the subscriber's position, etc., to the district sales manager, and that he will either be billed on the basis of the [fol. 2876] agreement tentatively reached, or advised of the position which the Company decides to take.

b) The sales representative shall then promptly initiate Form 408 covering the discontinuance of service, and report thereon the details of his negotiations with the subscriber, and his recommendation concerning the disposition of the charges for the unexpired term of the contract.

c) The district sales manager will either approve the recommendation, or detail the reasons for his disagreement and suggest what further action shall be taken.

d) In instances where the sales representative believes the delay occasioned by referring it to the district sales manager for consideration might jeopardize the opportunity for settlement, he may accept the settlement, on behalf of the Company. Statement of such action and the reasons therefor shall appear on the Form 408, for review by the district sales manager, and for the guidance of the manager at the accounting office, who is authorized to account for the charge and collection on the basis of the Form 408.

5.5 Under no circumstances—except those explained in Section 4—shall a sales representative disregard negotiations with the subscriber for retention of the service and/or an agreement on the amount of charges due ADT. If the sales representative has attempted to negotiate a settlement but was unable to reach an agreement with the subscriber, he should not recommend billing of a 100% charge. Only where an agreement has been reached shall the Form 408 state the amount recommended to be billed.

5.6 If the sales representative is convinced that the amount due ADT under the contract is uncollectible, he shall recommend waiving the charge, giving a full report of the circumstances involved.

6. *Bankruptcy and Insolvency*

6.1 Operating Instructions No. 7—pages 9 through 12 in chapter captioned "Collections"—outline the background, responsibilities, and the procedures to be followed in bankruptcy or insolvency cases.

6.2 Operating Instructions No. 7 shall be followed closely, and the only additional point we might stress is that the Sales Department shall be notified immediately of any bankruptcy or insolvency proceedings —so that negotiations may be initiated for continuation of the service with the officer appointed by the court, the Debtor-in-Possession, or whoever is in charge.

7. *Billing and Reporting of Charges*

7.1 The manager at accounting offices shall await receipt of copy of the approved Form 408 before submitting a bill covering all unpaid charges, plus the amount of the terminal settlement charge shown on the Form 408—with the following exceptions:

a) instances described in paragraph 5.4-d above, wherein no actual approval is needed.

b) instances, as in the case of a bankrupt subscriber, wherein the manager of accounting offices shall bill the amount of terminal settlement charges promptly, if applicable as described in Operating

Instructions No. 7, chapter "Collections," of Operating Instructions manual and Accounting Instructions manual.

7.2 The gross amount of the terminal settlement charge thus billed shall be established in the local accounting records and shall be reported through Form 512—showing thereon, with respect of each such charge, the subscriber's name, and the job number approving discontinuance of service.

8. *Collection or Other Disposition of Terminal Contract Settlement Charges*

8.1 The responsibility for the collection of terminal contract settlement charges shall rest upon the individual directly in charge of, or performing the accounting work. However, the representative who previously negotiated the terminal settlement with the subscriber shall cooperate fully in effecting collection of the settlement he has negotiated or recommended, and lend all reasonable aid to the operating personnel in their collection efforts.

[fol. 2877] 8.2 Notice of past due account shall be mailed within ten days after the initial billing, and if the bill is not paid within ten days thereafter, the manager at the accounting office shall personally visit the subscriber to attempt collection—or delegate this responsibility to a qualified assistant or office manager located nearer to the subscriber involved, as discretion and circumstances warrant.

8.3 When collection is effected, the gross amount shall be entered in the local accounting records.

8.4 When the manager at the accounting office has used every means at his disposal to collect the terminal contract settlement charge without success, the procedure outlined in Operating Instructions No. 4, chapter "Collections," Operating Instructions manual and Accounting Instructions manual, shall apply.

9. *Continuance of Service Despite Request for Discontinuance*

9.1 The law does not permit us to recover unnecessarily increased "damages" by continuance of performance in disregard of the subscriber's request for discontinuance. Therefore, our right to recover damages sustained by breach of contract is in no way enhanced by permitting the equipment to remain installed, continuing to bill the subscriber and otherwise holding ourselves in readiness to perform the service specified in the contract. The only advantage that might be gained is in the effect continuance or discontinuance of service may have on our efforts to persuade the subscriber to continue the service. Therefore, serious consideration shall be given to that point and if continuance of service considered advisable for that purpose, it may be continued during the negotiations with the subscriber—otherwise, service shall be discontinued at once and the necessary papers shall be submitted to bring about cessation of revenue accruals and the dismantlement of the equipment.

[fol. 2878] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 257

CLEVELAND, OHIO

July 23, 1954.

C. L. Chaffee,
Commercial Superintendent.

[E. O. Betcher], Stipulation No.1.

Subject: National Can Corp., 5200 Harvard Road, Cleveland, Ohio

You will recall that the early part of this week I advised you that local competition Morse Alarm Co. secured contract for complete Sprinkler Supervisory and Waterflow Alarm service at the subject location. I will try to explain the situation as briefly as possible so that you may forward

this on to Commercial Superintendent E. O. Petscher of Chicago.

We have, on two occasions since last December 3, 1953, submitted contracts to the subject account for Sprinkler Supervisory. Mr. Petscher's office was contacting Mr. Garnett of the Chicago office regarding a decision on acceptance of our service. We were dealing locally with two individuals, one a Mr. Gordon who is apparently the maintenance supervisor and Mr. Lenhardt who is the local manager. There was no idea that competition was involved on this and what with it being a Chicago National Account, the possibility of competition was not considered. We have been advised by the local man, Mr. Gordon that he was not aware that a proposal by Morse Alarm had been made and forwarded to Chicago. As was the case, we find that it was handled by an engineer by the name of Adler and it was signed in Chicago by Mr. Garnett. Also, our second proposal of May 13th was forwarded to Mr. Garnett and Mr. Douglas who is the assistant to the vice-president in Chicago and that *our prices were so far out of line that they were in question as to the possibility that we had made an error,* therefore, they *signed the agreement with Morse* and returned it to Cleveland and the installation is now being made.

As yet I haven't been able to get the exact cost quoted by Morse, but Mr. Gordon advised me that possibly he can get the information and will pass it on to me in a week or 10 days. The Automatic Fire Alarm Service which was in this property and was being used by the subject account from September, 1953 until May 1, 1954 is being dismantled. The Night Watch Tour is still in and is still being used but will be dismantled very shortly as this account is going to use a detex clock. If competitive costs are available as mentioned above, the information will be forwarded on to you accordingly.

J. R. Norris, Special Representative.

JRN:daj

[The handwritten note states]

A. E. S.

Earl: This is just another of many proofs that our present price schedule has placed an impossible obstacle in the way of the Commercial Department. I am not a cry baby, nor am I a coward. I'll fight anything but what in hell is our company trying to do to itself?

Ed.

7/28/54.

[fol. 2879] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 258

HOUSTON, TEXAS

Received Sep. 23, 1960, Executive Accounts Department

September 22, 1960.

Mr. Howard Schultz, Senior Representative
New York Executive Accounts
New York

Re: Foley's Sharpstown Shopping Center, Houston, Texas

Attached are 401's and 400's describing the protection and standard rates for the above store.

Whenever we are not able to obtain standard rates, we try to get 80% of the Standard Annual and 60% of the Standard Advance; however, there are many times when our competitor is far below the 80% and 60%.

I understand that it may be possible for you to secure this business through your New York contacts before our competitor gets in on it.

If there is any further information needed, I will try to supply it promptly.

S. J. Sievers, Sales Representative.

SJS/mt

Attachments.

[fol. 2880] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 259

LOS ANGELES, CALIF.

Received June 23, 1958, Executive Accounts Department

June 18, 1958.

Mr. F. J. Concannon,
National Accounts Representative

Johns-Manville Corp., 223rd & Alameda Sts.,
Los Angeles, Calif.

Dear Mr. Concannon:

Presenting herewith copies of agreements presented to local management of the subject concern for their consideration. Also included are forms 400 and 401.

Negotiations locally have progressed to the point whereby they are making a cost analysis and my contact, Bob Lindeberger, Finance Officer, advises me that we are being favorably considered.

During preliminary negotiations, I was advised that they were authorized to "secure bids locally". Inasmuch as the local competition is fairly hot, I have not attempted to secure full ADSC. Local competition is Morse Signal Alarms and at approximately 50% of our rates and Protection Engineering Corp. at approximately 60% of our rates. In an effort to switch negotiations to your end, where I feel you might be able to better preclude competition, I have implied that they, being a national account, might be able to save on the ADSC 3 to 5%. I stressed that they could not save anything at all on the ASC. You will note the ASC is slightly in excess of basic. This will cover a portion of the subbasic ADSC. They asked that the Watchman's Security Service be made a separate item which I have done.

J. P. Dunn, Sales Representative.

JPD:m

Encl.

[fol. 2881] IN THE UNITED STATES DISTRICT COURT

GOVERNMENT EXHIBIT No. 260

GOVERNMENT EMPLOYEES EXCHANGE INC.
Executive Offices
c/o G-E-X Virginia Corp.
7500 Virginia Beach Boulevard
Norfolk 2, Virginia
GEX
Membership Department Stores Serving all Government Employees and the Armed Forces

August 7, 1961.

Mr. D. R. White
Albany Protective Service
99 Jay Street
Albany 10, New York

Dear Mr. White:

Thank you for your letter offering the benefits of your service to us in Albany.

Our company has a contract with ADT which is placed out of our Kansas City home office, and the arrangements have already been made with ADT for the services desired.

Thank you very much for contacting us. We hope to meet you.

Yours very truly, Government Employees Exchange, Inc., A. Fred Greenwood.

AFG/w

cc: Charles P. Johnson.

Government Exb. 2 for id.

10/15/62 [illegible].

Not affiliated with any Government Agency.